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West Virginia Grown Branding Materials Now Available

Charleston, WV - After unveiling the new West Virginia Grown logo, the West Virginia Department of Agriculture (WVDA) is now ready to accept new membership applications. As the premier food branding program for the Mountain State, West Virginia Grown members will have access to the new logo, marketing materials and inclusion in an agribusiness online searchable database. Current and prospective members must submit an application to be a part of the program.

“Giving the program a new look was just phase one of this initiative,” said West Virginia Commissioner of Agriculture Kent Leonhardt. “The goal is to enhance the brand’s value and have a wider range of participation from agribusiness and affiliated partners. Cohesive branding is key to any successful marketing campaign.”

To obtain access to program benefits, producers are asked to fill out an application, as well as update their information with the WVDA’s Agriculture Business Development Division. Those who join the program will have the option to purchase branding materials, at cost, from the department. An agribusiness database and annual directory will be launched later this year as additional benefits.

“WV Grown is more than a name, it’s a promise, promise to the consumer by buying a West Virginia Grown product, you are supporting a West Virginia agribusiness,” said Agriculture Business Development Director Cassey Bowden. “The West Virginia Grown brand acts as an indicator to those consumers that want to buy local.”

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For questions or to request an [application packet](#), please contact the Business Development Division at 304-558-2210 or wvgrown@wvda.us.

The West Virginia Department of Agriculture protects plant, animal and human health through a variety of scientific, regulatory and consumer protection programs. The Commissioner of Agriculture is one of six statewide elected officials who sits on the Board of Public Works.

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