



Commonwealth of Kentucky
Governor's Office of Agricultural Policy

For Immediate Release



Contact: Angela Blank
(502) 564-4627
(502) 352-3723 [cell]
agpolicy.ky.gov

Project Summary:

Kentucky Proud Marketing Program

The Kentucky Department of Agriculture was approved for a total allocation of \$3,490,000 in state funds for 2015 and 2016 to fund the Kentucky Proud Program. Kentucky Proud is Kentucky's official agriculture marketing and promotional program that serves as the brand for Kentucky's agriculture products with more than 3,800 members. For additional information about this project, contact Kristen Branscum at 502-782-4101 or kristen.branscum@ky.gov.

Kentucky Proud is the official state agriculture marketing program for products "grown, raised, processed, packaged, or manufactured in Kentucky". **Kentucky Proud** members can enjoy a multitude of benefits, including usage of the **Kentucky Proud** brand/logo, access to KDA marketing specialists, participation in the **Kentucky Proud Point of Purchase** program, and much more. **Kentucky Proud** members who have farm gate impact are also eligible to apply for the **Kentucky Proud Promotional Grant**, which is a 50/50 marketing cost share grant program. Kentucky food service institutions, such as restaurants, schools, and hospitals, may also be eligible to participate in the **Kentucky Proud Restaurant Rewards** program, which can provide food service institutions up to 20% cash rebates for the purchase of 100% Kentucky grown or raised food products.

The Kentucky Department of Agriculture will implement the following five projects in this 2-year proposal:

Point of Purchase- \$500,000 per year
Branding & Advertising- \$750,000 per year
Restaurant Rewards- \$375,000 per year
Retail Projects- \$100,000 per year
Tradeshows- \$20,000 per year

There are over 3,800 family farms and agribusinesses in the Kentucky Proud program.