



KENTUCKY DEPARTMENT OF AGRICULTURE  
 KENTUCKY PROUD™ PROMOTIONAL PROGRAM  
 100 Fair Oaks Lane, 5<sup>th</sup> Floor • Frankfort, KY 40601  
 Phone: (502) 564-4983  
[www.kyproud.com](http://www.kyproud.com)

**Please Complete All Information  
 Including Mailing & Physical Addresses**

**Company / Farm Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Physical Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **County:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Web site:** \_\_\_\_\_

**MAILING ADDRESS: (IF DIFFERENT FROM PHYSICAL ADDRESS)** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

\* \* \* \* \*

I agree to release and hold harmless the Commonwealth of Kentucky, its successors and assigns, and its directors, officers, employees, and agents from all claims, demands, damages, losses, charges and causes of action arising or resulting from my participation in the Kentucky Proud™ Program.

I have completed the application and read the guidelines for logo use. I agree to follow the guidelines (back of page) when using the Kentucky Proud™ logo, and I certify that the above information is correct and true to the best of my knowledge.

\_\_\_\_\_  
**Signature and Title** **Date**

**Final Approval from Department of Agriculture:** The applicant has met the requirements of the Kentucky Proud™ logo program and is granted a license to use the Kentucky Proud™ logo.

\_\_\_\_\_  
**Signature** **Date**



**Kentucky Department of Agriculture**  
**KENTUCKY PROUD™ PROGRAM**  
100 Fair Oaks Lane, 5<sup>th</sup> Floor • Frankfort, KY 40601  
Phone: (502) 564-4983  
[www.kyproud.com](http://www.kyproud.com)

### Kentucky Proud™ Logo Guidelines

**The Kentucky Proud™ logo may *only* be used by licensed, qualified applicants on agricultural products grown and/or process in Kentucky.**

1. Product major ingredients shall be grown and/or processed **in Kentucky**.
2. The farm(s) where the ingredients are grown, processing/production facilities, or corporate headquarters shall be located in Kentucky.
3. Facilities shall meet all State and Federal regulations where applicable. Products shall meet or exceed USDA and/or State of Kentucky standards where applicable.
4. Logo cannot deviate from its original design or color without *prior written approval* from the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion.
5. The logo shall only be used in association with approved agricultural products for which the major ingredients were grown and/or processed in Kentucky.
6. The use of the logo is royalty free, but is **personal only to the applicant**. The logo shall not be reassigned to another party. The **Kentucky Proud™** symbol is registered with the Kentucky Secretary of State and regulated by the Kentucky Department of Agriculture.
7. Permission to use the logo may be denied or revoked at any time by the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion.
8. The Kentucky Department of Agriculture is in no way liable for, nor does the Department guarantee products using this logo.
9. Upon approval of the initial application, the Department shall provide a one-time supply of complimentary promotional materials and artwork for each approved applicant.

### **Application to use the Kentucky Proud™ logo**

1. Any person, farm, or firm marketing Kentucky grown and/or processed agricultural or food products may submit an application to use the Kentucky Proud™ logo on eligible products.
2. Applicants agree to allow visits to production and/or processing facilities to verify compliance with guidelines established by the Department.
3. Application shall be made on forms provided by the Kentucky Department of Agriculture or online at **[www.kyproud.com](http://www.kyproud.com)**.
4. License to use the Kentucky Proud™ logo shall be granted by Kentucky Department of Agriculture, Office of Agriculture Marketing & Product Promotion upon approved application. Licenses shall be renewed annually.
5. Applicants shall provide a description of products, packaging and proposed marketing materials. When applicable, a label and sample of the product in a finished packaged shall be provided. All applicants shall provide a copy of appropriate licenses, health certifications, or records of inspection by appropriate state or federal agency when applicable.

**Assistance - The Kentucky Department of Agriculture, Office of Agriculture Marketing & Product Promotion shall provide the following services upon request:**

1. Marketing service assistance.
2. Assistance in Retail, Food Service, and Institutional marketing.
3. Advertising, sales promotions, merchandising, public relations campaigns and special media promotions throughout the year.
4. Logo promotional materials at-cost.

**The Kentucky Department of Agriculture reserves the right to revise these guidelines. The Kentucky Department of Agriculture does not discriminate on the basis of race, color national origin, sex, religion, age, or disability in employment or the provision of services. Reasonable accommodations are provided upon request. Printed with state funds**



# KENTUCKY DEPARTMENT OF AGRICULTURE

**KENTUCKY PROUD™ PROMOTIONAL PROGRAM**  
100 Fair Oaks Lane, 5<sup>th</sup> Floor • Frankfort, KY 40601  
Phone: (502) 564-4983  
[www.kyproud.com](http://www.kyproud.com)

## “RELEASE TO PUBLICIZE INFORMATION”

*The following contact information will be used in the Kentucky Department of Agriculture’s printed and electronic marketing materials which includes the Kentucky Proud™ “Company and Product Search Applications” located on the Department’s Web site, [www.kyproud.com](http://www.kyproud.com).*

- *Company/Farm Name, Contact Name, Mailing and Physical Address, City, County, State, Zip, Web site, and Primary Phone.*

Please indicate if you would like the following information used in printed and electronic marketing materials:

Cell phone: Yes \_\_\_\_\_ No \_\_\_\_\_  
(If yes, please provide) \_\_\_\_\_

E-mail address: Yes \_\_\_\_\_ No \_\_\_\_\_  
(If yes, please provide) \_\_\_\_\_

**By entering into the Kentucky Proud™ Program, I understand that I am authorizing the Department of Agriculture to make public my business contact and product information for use to the general public, both in printed and electronic format. *If I choose to opt out of this provision I must indicate so in writing to the Department of Agriculture.***

⊗ \_\_\_\_\_  
Signature and Title Date



**KENTUCKY DEPARTMENT OF AGRICULTURE**  
**KENTUCKY PROUD™ PROMOTIONAL PROGRAM**  
 100 Fair Oaks Lane, 5<sup>th</sup> Floor • Frankfort, KY 40601  
 Phone: (502) 564-4983  
[www.kyproud.com](http://www.kyproud.com)

**PLEASE CHECK ALL of the following categories below that apply to you and your products.**

**For each category you check, you will be required to complete a “Resource Packet.” This information will assist KDA in improving our search mechanisms and will allow us to help you market your Kentucky Proud™ products. After completing the information below, KDA will mail instructions to you for completing the “Resource Packet(s).” Your application is not complete until we receive the “Resource Packet(s)” from you.**

**We have provided definitions to assist you in choosing the appropriate categories for you/your entity. Please refer to the definitions that are listed on the following pages.**

**Remember, check all that apply!!!**

<b>Business Partners</b> These categories are for marketing venues that carry Kentucky Proud™ products produced by others.	<b>Producer/Grower</b> These categories are for those that produce a product(s). Members in these categories may label their product with the Kentucky Proud™ logo.
<input type="checkbox"/> Agritourism Venue, Distillery, On-Farm Market, and/or Roadside Market	<input type="checkbox"/> Agricultural Craft Producer
<input type="checkbox"/> Community Supported Agriculture Operation	<input type="checkbox"/> Christmas Tree Grower
<input type="checkbox"/> Contract Packer or Co-Packer	<input type="checkbox"/> Dairy Products Producer
<input type="checkbox"/> Farmers’ Market	<input type="checkbox"/> Egg Producer
<input type="checkbox"/> Garden Center, Gift Shop, Grocery and/or Retailer	<input type="checkbox"/> Field Grown and/or Cut Flower Producer
<input type="checkbox"/> Producer Group	<input type="checkbox"/> Greenhouse
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Hay, Straw and/or Sod
<input type="checkbox"/> Other (specify):	<input type="checkbox"/> Live Animal Producer
<input type="checkbox"/>	<input type="checkbox"/> Meat Producer
<input type="checkbox"/>	<input type="checkbox"/> Processed Product Producer
<input type="checkbox"/>	<input type="checkbox"/> Produce/Herbs/Mushroom/Nuts/Seeds Producer
<input type="checkbox"/>	<input type="checkbox"/> Seafood Producer
<input type="checkbox"/>	<input type="checkbox"/> Vineyard/Winery
<input type="checkbox"/>	<input type="checkbox"/> Wholesale Nursery
<input type="checkbox"/>	<input type="checkbox"/> Other (specify):



**Kentucky Department of Agriculture**  
**KENTUCKY PROUD™ PROMOTIONAL PROGRAM**  
100 Fair Oaks Lane, 5<sup>th</sup> Floor • Frankfort, KY 40601  
Phone: (502) 564-4983  
[www.kyproud.com](http://www.kyproud.com)

**ALPHABETIZED DEFINITIONS:**

**Agricultural Craft Producer** – An agricultural craft producer uses an agricultural product to create a non-food item. This category includes wood products, beeswax candles, dried herb arrangements, etc.

**Agritourism Venue** – Any operation where guests may visit a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education or active involvement in the activities of the farm or operation.

**Business Partners** – Not involved in growing or processing.

**Christmas Tree Grower** – Grows and/or brokers Kentucky Christmas trees.

**Contract packer, or Co-packer** – A company that manufactures and packages foods for other companies to market and distribute. A co-packer works under contract with the hiring company to manufacture food as though the products were manufactured directly by the hiring company.

**(CSA) Community-supported agriculture** – A CSA's focus is usually on a system of weekly delivery or pick-up of vegetables and fruit, sometimes dairy products and meat. Produce and flowers may also be Kentucky Proud™ and should be registered as well.

**Dairy Products Producer** – Processes dairy products or bottles milk from own milk or buys Kentucky-produced milk (fluid or powder) for use in processing.

**Distillery** - A location that produces a distilled beverage, liquor, or spirit which is a drinkable liquid containing ethanol that is produced by means of distilling fermented grain, fruit, or vegetables.

**Egg Producer** – This category indicates that you keep poultry and produce eggs for sale.

**Farmers' Market** – A prescribed location(s) where two or more producers gather on set days/times to sell products that they grow/produce directly to consumers. Though the market may allow other types of sales, the sale of agriculture products grown or produced by the seller or their family should be the primary business of the market. If the location sells for other farmers' who are not present, then review the definitions of produce market/roadside market and on-farm market.

**Field Grown Flower Producer** – A producer of field-grown bare root and/or potted flowers. This includes mums, daylilies, cut flower bouquets, etc.



## KENTUCKY DEPARTMENT OF AGRICULTURE

### KENTUCKY PROUD™ PROMOTIONAL PROGRAM

100 Fair Oaks Lane, 5<sup>th</sup> Floor • Frankfort, KY 40601

Phone: (502) 564-4983

[www.kyproud.com](http://www.kyproud.com)

#### DEFINITIONS (page 2 continued):

**Garden Center** – Retailer of flowers, trees, shrubs and/or ornamental landscape products.

**Gift Shop** – Part of another retail enterprise such as a winery, distillery, or agritourism venue that offers Kentucky Proud™ products to retail customers.

**Greenhouse** – A covered facility that produces plant material. If you are a greenhouse produce grower, please use the Produce/Herbs/Mushroom/Nuts/Seeds Producer form.

**Grocery** – A store established primarily for the retailing of food items. This includes produce markets and convenience stores along with the traditional grocery store.

**Hay & Straw** – Grows and/or brokers Kentucky hay or straw.

**Live Animal Producer** – Individual, family or firm selling animals live to other producers or through various marketing terminals.

**Meat Producer** – This category includes beef, pork, lamb, and all meat animal producers. Please check this category if you sell your animals through animal auctions and/or private sales as well as if you produce a final edible product for retail or wholesale sales such as grass-fed beef, pastured poultry, sides of beef, etc.

**On-Farm Market** – An on-farm market is located on the producer's farm and may carry its own produce and value-added products and the products of others.

**Nursery** – Grows and installs a wide variety of plant material.

**Nut and Seed Producer** – Produces tree nuts and/or seeds for consumption or for planting.

**Processed Product Producer** – **All value-added products** not covered elsewhere. Mostly this will be packaged products other than meat or crafts.

**Produce/Herb/Mushroom Grower** – Grows fruits and/or vegetables for wholesale or direct sales including cut herbs.



## KENTUCKY DEPARTMENT OF AGRICULTURE

### KENTUCKY PROUD™ PROMOTIONAL PROGRAM

100 Fair Oaks Lane, 5<sup>th</sup> Floor • Frankfort, KY 40601

Phone: (502) 564-4983

[www.kyproud.com](http://www.kyproud.com)

#### **DEFINITIONS (page 3 continued):**

**Producer Group** – An organization, association, or network of producers that utilizes a common marketing system. Example: CPH-45

**Restaurant** – A retail establishment that serves prepared food and drink to customers. Service is generally for eating on premises, though the term has been used to describe take-out establishments and food delivery services. The term covers many types of venues and a diversity of styles of cuisine and service.

**Retailer** – Any retail outlet that carries Kentucky Proud items that does not fit the other categories such as grocery, garden center, or roadside market.

**Roadside Market** – A store or stand that sells primarily produce and locally produced value-added products. This produce may be from local farmers or from other sources. This marketplace is different from a grocery store because it sells primarily produce.

**Seafood Producer** – A producer of fish, prawn and all other aquatic animals. This includes sales of aquatic animals through direct sales, distributor on-farm markets and farmers' markets, and those that produce a final edible product for retail or wholesale sales such as frozen prawn tails, fillets or products for the live fish market.

**Sod** – Grows and/or installs sod.

**Vineyard** – A plantation of grape-bearing vines grown mainly for winemaking but also for production of raisins, table grapes and non-alcoholic grape juice.

**Wholesale Nursery** – Grows and/or installs a wide variety of plant material. (This replaces "Nursery.")

**Winery** – A building or property that produces wine or a business involved in the production of wine.

## KENTUCKY PROUD™ PROMOTIONAL PROGRAM

### Products:

<b>BAKED GOODS</b>	<input type="checkbox"/> Breads	<input type="checkbox"/> Buns	<input type="checkbox"/> Biscuits	<input type="checkbox"/> Brownies	<input type="checkbox"/> Cakes
	<input type="checkbox"/> Cheesecake	<input type="checkbox"/> Cookies	<input type="checkbox"/> Doughnuts	<input type="checkbox"/> Muffins	<input type="checkbox"/> Pies
	<input type="checkbox"/> Rolls	<input type="checkbox"/> Scones	<input type="checkbox"/> Other		
<b>BEVERAGES AND SPIRITS</b>	<input type="checkbox"/> Beer	<input type="checkbox"/> Cider	<input type="checkbox"/> Coffee	<input type="checkbox"/> Tea	<input type="checkbox"/> Distilled Spirits
	<input type="checkbox"/> Juices	<input type="checkbox"/> Water	<input type="checkbox"/> Soft Drinks	<input type="checkbox"/> Wine	<input type="checkbox"/> Other
<b>CERTIFIED ORGANIC</b>	<input type="checkbox"/> Coffee	<input type="checkbox"/> Crop	<input type="checkbox"/> Eggs	<input type="checkbox"/> Fruits/Berries	<input type="checkbox"/> Garlic
	<input type="checkbox"/> Herbs	<input type="checkbox"/> Honey	<input type="checkbox"/> Livestock	<input type="checkbox"/> Meats	<input type="checkbox"/> Mushrooms
	<input type="checkbox"/> Poultry	<input type="checkbox"/> Tea	<input type="checkbox"/> Vegetables	<input type="checkbox"/> Other	
<b>DAIRY PRODUCTS</b>	<input type="checkbox"/> Beer Cheese	<input type="checkbox"/> Butter	<input type="checkbox"/> Cheese	<input type="checkbox"/> Cheese Spread	<input type="checkbox"/> Creamer
	<input type="checkbox"/> Frozen Treats	<input type="checkbox"/> Ice Cream	<input type="checkbox"/> Milk	<input type="checkbox"/> Sour Cream	<input type="checkbox"/> Whip Cream
	<input type="checkbox"/> Yogurt	<input type="checkbox"/> Other	<input type="checkbox"/>		<input type="checkbox"/>
<b>FISH/SEAFOOD</b>	<input type="checkbox"/> Bass	<input type="checkbox"/> Catfish	<input type="checkbox"/> Crappie	<input type="checkbox"/> Freshwater Prawn/ Shrimp	<input type="checkbox"/> Paddlefish
	<input type="checkbox"/> Trout	<input type="checkbox"/> Other			
<b>FRUITS</b>	<input type="checkbox"/> Apples	<input type="checkbox"/> Blackberries	<input type="checkbox"/> Blueberries	<input type="checkbox"/> Cherries	<input type="checkbox"/> Grapes
	<input type="checkbox"/> Melons	<input type="checkbox"/> Pawpaws	<input type="checkbox"/> Peaches	<input type="checkbox"/> Pears	<input type="checkbox"/> Plums
	<input type="checkbox"/> Raspberries	<input type="checkbox"/> Strawberries	<input type="checkbox"/> Watermelons	<input type="checkbox"/> Other	
<b>GARDEN AND NURSERY PRODUCTS</b>	<input type="checkbox"/> Annuals	<input type="checkbox"/> B & B Shrubs	<input type="checkbox"/> B & B Trees	<input type="checkbox"/> Christmas Trees	<input type="checkbox"/> Compost/Fertilizer
	<input type="checkbox"/> Container Shrubs	<input type="checkbox"/> Container Trees	<input type="checkbox"/> Cut Flowers	<input type="checkbox"/> Gourds	<input type="checkbox"/> Hanging Basket
	<input type="checkbox"/> Mums	<input type="checkbox"/> Perennials	<input type="checkbox"/> Poinsettias	<input type="checkbox"/> Sod	<input type="checkbox"/> Tropical/House Plants
<b>GENERAL GROCERY PRODUCTS</b>	<input type="checkbox"/> BBQ Sauce	<input type="checkbox"/> Canned/Bottled Foods	<input type="checkbox"/> Cereal	<input type="checkbox"/> Cornmeal	<input type="checkbox"/> Condiments
	<input type="checkbox"/> Dried Foods	<input type="checkbox"/> Flour	<input type="checkbox"/> Jams, Jellies, and Preserves	<input type="checkbox"/> Mixes	<input type="checkbox"/> Prepared Foods
	<input type="checkbox"/> Sauces	<input type="checkbox"/> Salsa	<input type="checkbox"/> Shortening/Oil	<input type="checkbox"/> Spreads	<input type="checkbox"/> Soups
	<input type="checkbox"/> Spices/Herbs	<input type="checkbox"/> Other			
<b>MEATS</b>	<input type="checkbox"/> Alpaca	<input type="checkbox"/> Bacon	<input type="checkbox"/> Beef	<input type="checkbox"/> Bison	<input type="checkbox"/> Brats
	<input type="checkbox"/> Chicken	<input type="checkbox"/> Cold Cuts	<input type="checkbox"/> Country Ham	<input type="checkbox"/> Eggs / Quail Eggs	<input type="checkbox"/> Goat
	<input type="checkbox"/> Ham	<input type="checkbox"/> Hot Dogs	<input type="checkbox"/> Jerky	<input type="checkbox"/> Lamb	<input type="checkbox"/> Mutton
	<input type="checkbox"/> Ostrich/Emu	<input type="checkbox"/> Pork	<input type="checkbox"/> Quail	<input type="checkbox"/> Rabbit	<input type="checkbox"/> Sausage
	<input type="checkbox"/> Squab	<input type="checkbox"/> Turkey	<input type="checkbox"/> Veal	<input type="checkbox"/> Venison	<input type="checkbox"/> Other
<b>MERCHANDISE (CRAFTS)</b>	<input type="checkbox"/> Arts & Crafts	<input type="checkbox"/> Baby Products	<input type="checkbox"/> Candles/ Incense	<input type="checkbox"/> Furniture	<input type="checkbox"/> Grilling/Picnic
	<input type="checkbox"/> Health and Beauty	<input type="checkbox"/> Nutrition Supplies	<input type="checkbox"/> Pet Supplies	<input type="checkbox"/> Toys	<input type="checkbox"/> Other
<b>SNACK AND CONFECTION PRODUCTS</b>	<input type="checkbox"/> Candy	<input type="checkbox"/> Chips	<input type="checkbox"/> Cones	<input type="checkbox"/> Dips	<input type="checkbox"/> Fruit Snack
	<input type="checkbox"/> Fudge	<input type="checkbox"/> Gelatin	<input type="checkbox"/> Gum	<input type="checkbox"/> Honey	<input type="checkbox"/> Marshmallows
	<input type="checkbox"/> Mints	<input type="checkbox"/> Nuts	<input type="checkbox"/> Popcorn	<input type="checkbox"/> Pretzels	<input type="checkbox"/> Rice/ Corn Cakes
	<input type="checkbox"/> Snack Bars	<input type="checkbox"/> Sorghum	<input type="checkbox"/> Syrup		<input type="checkbox"/> Toppings
	<input type="checkbox"/> Other				
<b>VEGETABLES</b>	<input type="checkbox"/> Artichokes	<input type="checkbox"/> Asparagus	<input type="checkbox"/> Beans	<input type="checkbox"/> Beets	<input type="checkbox"/> Bok Choy
	<input type="checkbox"/> Broccoli	<input type="checkbox"/> Brussels Sprouts	<input type="checkbox"/> Cabbage	<input type="checkbox"/> Carrots	<input type="checkbox"/> Cauliflower
	<input type="checkbox"/> Cucumber	<input type="checkbox"/> Edamame Soybeans	<input type="checkbox"/> Eggplant	<input type="checkbox"/> Green Onions	<input type="checkbox"/> Greens
	<input type="checkbox"/> Kohlrabi	<input type="checkbox"/> Lettuce	<input type="checkbox"/> Mushrooms	<input type="checkbox"/> Okra	<input type="checkbox"/> Onions
	<input type="checkbox"/> Parsnips	<input type="checkbox"/> Peas	<input type="checkbox"/> Peppers	<input type="checkbox"/> Potatoes	<input type="checkbox"/> Pumpkins
	<input type="checkbox"/> Radishes	<input type="checkbox"/> Rhubarb	<input type="checkbox"/> Summer Squash	<input type="checkbox"/> Sweet Corn	<input type="checkbox"/> Sweet Potatoes
	<input type="checkbox"/> Tomatillos	<input type="checkbox"/> Tomatoes	<input type="checkbox"/> Turnips	<input type="checkbox"/> Winter Squash	
	<input type="checkbox"/> Other				