## Eligibility Questionnaire

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you maintain farm and/or business operations in Kentucky?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Do you grow/raise or add value to an agricultural product in Kentucky OR do you sell Kentucky Proud products?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Do you operate a restaurant, food truck, or institutional food service in KY that serves prepared meals/foods?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Is your business registered with the KY SOS (such as an LLC) and/or do you have a federal tax ID number?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Are you a farmers’ market manager completing this form to establish your market (as a whole)?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Are you completing this application to establish membership for an association/organization of KY producers?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Are you completing this application to establish a membership for a cooperative or member-owned organization?</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

## Farm/Business Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm/Business Name</td>
<td></td>
</tr>
<tr>
<td>Street Address</td>
<td></td>
</tr>
<tr>
<td>Apt, Unit, Bldg, #</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Zip</td>
<td></td>
</tr>
<tr>
<td>County</td>
<td></td>
</tr>
<tr>
<td>Phone 1</td>
<td></td>
</tr>
<tr>
<td>Phone 2</td>
<td></td>
</tr>
</tbody>
</table>

- Is this a residential address? ☐ Y ☐ N
- Can customers visit this location to purchase your products? ☐ Y ☐ N

## Mailing Information

If mailing address is same as the address listed above, check this box and skip the next section ☐

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail Address</td>
<td></td>
</tr>
<tr>
<td>Apt, Unit, Bldg, #</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Zip</td>
<td></td>
</tr>
</tbody>
</table>

## Website & Social Media

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
</tr>
</tbody>
</table>

## Contact Person

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
</tbody>
</table>

(Application continues on next page)
An applicant whose farm/business is located in Kentucky’s Appalachian region will automatically be considered for the additional designation “Appalachia Proud.” Upon approval, Kentucky Proud members residing in one of the following counties will be granted this additional designation “Appalachia Proud” and are permitted to use the special Appalachia Proud logo on approved products:

**Appalachian Counties:** Adair, Bath, Bell, Boyd, Breathitt, Carter, Casey, Clark, Clay, Clinton, Cumberland, Edmonson, Elliott, Estill, Fleming, Floyd, Garrard, Green, Greenup, Harlan, Hart, Jackson, Johnson, Knott, Knox, Laurel, Lawrence, Lee, Leslie, Letcher, Lewis, Lincoln, Madison, Magoffin, Martin, McCreary, Menifee, Metcalfe, Monroe, Montgomery, Morgan, Nicholas, Owsley, Perry, Pike, Powell, Pulaski, Robertson, Rockcastle, Rowan, Russell, Wayne, Whitley, Wolfe

**Homegrown by Heroes**

Kentucky Proud offers a special program and logo designed to highlight members and veterans of the US Military. In order to qualify for the Homegrown by Heroes program, an applicant must produce an eligible product and submit verification of military status in the form of a Form DD 214, certificate of registration with the FVC, etc. The document must clearly display the first and last name of the contact person listed on this application and a field noting “honorable” character of service.

Is the primary business owner a veteran of the US Military or active duty in the US Military? □ Y □ N
If no, proceed to the next section.
If yes, choose one of the following:

- □ I have included a copy of my verification document and wish to be considered for this program.
- □ I have not included a copy of my verification document and do not wish to be considered for this program.

**Self-Identification (Optional)**

The following self-identifying questions are voluntary and not required for membership consideration. We request this information to help us better understand and serve our members. Answer the following questions about the primary owner/operator the farm or business listed on this application:

What is your race/ethnicity?
- □ Asian
- □ Black or African American
- □ Hispanic/Latino
- □ Native American/Alaskan
- □ Native Hawaiian/Pacific Islander
- □ White
- □ Prefer Not to Answer

What is the gender with which you primarily identify?
- □ Male
- □ Female
- □ Prefer Not to Answer

What is your age?
- □ <18
- □ 18-30
- □ 31-45
- □ 46-55
- □ 56-65
- □ 65-75
- □ >75
- □ Prefer Not to Answer

(Application continues on next page)
Category-Specific Questions

Read the first question of each of the eight sections below to determine if you need to answer the remaining questions for that section. A “yes” response to the first question of a section indicates that the section may apply to your farm/business and you should answer all questions in that section. A “no” response to the first question of a section indicates that the section is not relevant to your farm/business and you may skip that section.

Section 1: Equine Services
Do you operate a horse farm offering equine-related services? □ Y □ N
• If no, proceed to the next section.
• If yes, do you offer equine breeding/stallion services? □ Y □ N
  ▸ Select the breed(s) of horse offered by your farm:
    □ Appaloosa □ KY Mtn. Saddlebred □ Paint □ Saddlebred
    □ Arabian □ Miniature □ Palomino □ Standardbred
    □ Buckskin □ Morgan □ Pinto □ Tennessee Walking
    □ General □ Mountain Pleasure □ Quarter □ Thoroughbred
    □ Hackney □ Donkey/Mule □ Rocky Mountain
• Do you offer other equine services, not related to breeding/stallion services? □ Y □ N
  ▸ Select the services offered by your farm:
    □ Boarding/Layups □ Education/Instruction □ Public Riding Stables □ Therapy
    □ Camp Riding/Driving □ Feed Store □ Racetrack □ Trail Riding Stables
    □ Competition Facilities □ Horse Camp/B&B □ Sales □ Training
    □ Discipline □ Horse Rescue □ Test Service □ Vet Hospital

Section 2: Agricultural Products
Do you grow, raise, or produce an agricultural product? (Examples: livestock, dairy, produce) □ Y □ N
• If no, proceed to the next section.
• If yes, what is the city and county where your agricultural products are grown, raised, or produced?
  City ___________________________ County ___________________________
• Where are your agricultural products sold? (at stockyards/auctions, a farmers’ market, on-farm market, etc.)
  List locations __________________________________________
  ______________________________________________________
• Do you sell these agricultural products directly to your customers? □ Y □ N
• Do you sell these agricultural products to another business? □ Y □ N

Section 3: Value-Added Products
Does you process, manufacture, or ‘add value’ to an agricultural product in KY (other than alcoholic beverages or foods prepared for food service)? □ Y □ N
• If no, proceed to the next section.
• If yes, where do you obtain the ingredient(s) used in your value-added products?
  List locations __________________________________________
  ______________________________________________________
• Are any of the agricultural products you grow/raise used as an ingredient in your value-added products? □ Y □ N
• Are ingredients from other KY Farms (besides your own) used to create your value-added products? □ Y □ N
• Do you sell your value-added products directly to your customers? □ Y □ N
• Do you sell your value-added products to another business? □ Y □ N
• Where are your value-added products sold? (at a farmers’ market, on-farm market, online store, etc.)
  List locations __________________________________________
  ______________________________________________________
Section 4: Restaurant & Food Services
Do you make and/or serve prepared foods to the public? (Example: restaurants, caterers, or other food service) □ Y □ N
• If no, proceed to the next section.
• If yes, does your restaurant or food service business use any ingredients grown/raised on Kentucky farms? □ Y □ N
  ▶ Select the option(s) that best describe your restaurant/food service business:
    □ Bakery □ Coffee Shop/Café □ Hospital □ Restaurant
    □ Butcher □ Commercial Kitchen □ Ice Cream/Dessert Shop □ School/University
    □ Catering □ Food Truck □ Prepared Meal Service

Section 5: Alcoholic Beverages
Does you produce beer, wine, distilled spirits, or other alcoholic beverages? □ Y □ N
• If no, proceed to the next section.
• If yes, which best describes your production of alcoholic beverages? □ Brewery □ Distillery □ Winery
• Do any of your alcoholic beverage products contain ingredients sourced from KY farms? □ Y □ N
• Does your business sell its alcoholic beverage products to another business, such as a distributor/wholesaler? □ Y □ N

Section 6: Retailer
Do you operate a store location that sells Kentucky Proud products to the public? □ Y □ N
• If no, proceed to the next section.
• If yes, do you sell other Kentucky Proud members' products at your store? □ Y □ N
• What type of retail location(s) do you operate (examples: farm stand, brick/mortar store, online store, other)?
  Describe ____________________________________________

  ▪ Do you operate a chain of business with multiple retail locations selling Kentucky Proud products? □ Y □ N
  ▪ Do you ONLY sell products online? □ Y □ N
  ▪ Do you operate any of the following? □ Grocery Store □ Garden Center/Nursery □ Neither

Section 7: Distributor/Wholesaler
Does your business act as a distributor and/or wholesaler, offering large-volume sales of other Kentucky Proud members’ products? □ Y □ N

Section 8: Agritourism
Do you offer any farm activities, education, or tourism attractions? □ Y □ N
• If no, proceed to the next section.
• If yes, select the options that best describe the services you offer:
  □ Adventure Attraction □ Distillery/Brewery □ Horse Farm/Racing □ Winery
  □ Adventure Courses □ Event Venue □ Livestock Museum □ Zip Lining
  □ Adventure Tours □ Farm Attractions □ Orchard/Maze/U-Pick □ Other
  □ Aerial Recreation □ Farm Stays/B&B □ Farm Store
  □ Christmas Tree Farm □ Gardens/Nurseries □ Trail Ride

Additional Questions
1. As a part of your business, do you offer scheduled pickup, delivery, or a subscription plan for your products? □ Y □ N
2. Are any of the products your business offers Certified Organic? □ Y □ N
3. Do you operate a Kentucky Farm Bureau Certified Farm Market? □ Y □ N
4. Do you sell your products as a vendor of a Kentucky Farmers’ Market? □ Y □ N
5. Do you sell your product(s) as a vendor at public events (such as festivals, fairs, etc.)? □ Y □ N
Using the product list below, select the products your farm/business offers that you wish to market as Kentucky Proud. If your application is approved, only products identified on this application will be permitted to carry the Kentucky Proud logo. If a specific product is not listed, make the best matching selection or note them in the blank area beneath the product list. Upon receipt, we will make our best attempt to find a matching product and/or consider adding the product(s) to our list.

### Products (by Category)

- **Alcoholic Beverages**
  - Beer
  - Cider (Hard)
  - Distilled Spirits
  - Other
  - Wine

- **Alternative Livestock**
  - Alpaca
  - Black Soldier Flies
  - Mosquitos
  - Worms
  - Deer
  - Elk
  - Elk Replacement Stock
  - Llamas
  - Ratites
  - Yak
  - Yak Replacement Stock

- **Animal Fibers/Wool**
  - Alpaca
  - Goat
  - Llama
  - Rabbit
  - Sheep

- **Baked Goods**
  - Biscuits
  - Breads
  - Brownies
  - Buns
  - Cakes
  - Cheesecake
  - Cookies
  - Donuts
  - Dry Mix for Bake Goods
  - Funnel Cakes
  - Muffins
  - Pies
  - Rolls
  - Scones

- **Beef Cattle (Live)**
  - Breeding Stock
  - Akaushi
  - Angus
  - Beefalo
  - Beefmaster
  - Belted Galloway
  - Brahman
  - Brangus
  - Braunvieh
  - Charolais
  - Chianina
  - Gelbvieh
  - Hereford
  - Highland
  - Irish Dexter
  - Limousin
  - Longhorn
  - Main-Anjou
  - Piedmontese
  - Polled Hereford
  - Red Angus
  - Red Poll
  - Salers
  - Santa Gertrudis
  - Shorthorn
  - Simmental
  - Tarentaise
  - Wagyu
  - Club/Market Calf Prospects

- **Biofuel**
  - Biodiesel
  - Ethanol

- **Bison (Live)**
  - Breeding Stock
  - Market

- **Coffee/Tea**
  - Coffee
  - Tea

- **CSA Subscription**
  - Dairy Products
  - Eggs
  - Flowers
  - Fruits
  - Meat
  - Vegetables

- **Compost or Fertilizer**
  - Compost
  - Fertilizer
  - Hay
  - Mulch
  - Sod
  - Straw

- **Crop Fibers**
  - Cotton
  - Flax

- **Dairy Cattle (Live)**
  - Baby Calves
  - Contract Grower
  - Market Steer
  - Replacement Heifer
    - Ayrshire
    - Brown Swiss
    - Guernsey
    - Holstein
    - Jersey
    - Milking Shorthorn
    - Red & White Holsteins
    - Veal

- **Dairy Goats (Live)**
  - Breeding Stock
  - Alpine
  - La Mancha
  - Nubian
  - Oberhasli
  - Recorded Grade
  - Saanen
  - Sable
  - Toggenburg
  - Nigerian Dwarf
- Commercial Wethers
- **Dairy Products**
  - Beer Cheese
  - Butter
  - Cheese
  - Cheese Spread
  - Cottage Cheese
  - Creamer
  - Frozen Treats
  - Goat Cheese
  - Ice Cream
  - Milk
  - Sour Cream
  - Whipped Cream
  - Yogurt
- **Eggs**
  - Duck Eggs
  - Poultry Eggs
  - Quail Eggs
  - Turkey Eggs
- **Fertilizers & Mulches**
  - Compost
  - Fertilizer
  - Mulch
- **Fiber Goats**
  - Angora
  - Cashmere
- **Field Grown & Cut Flowers**
  - Cut Flowers
  - Day Lilies
  - Irises
  - Jewel Weed
  - Lavender
  - Mums
  - Ornamental Grasses
  - Pussy Willow
  - Sunflowers
- **Fish/Seafood**
  - Bass
  - Catfish
  - Caviar
  - Crappie
  - Freshwater Prawn/Shrimp
  - Hybrid Striped Bass
  - Large Mouth Bass
  - Paddlefish
  - Seafood
  - Tilapia
  - Trout
- **Fluid Milk**
  - Cow's Milk
- **Fruits**
  - Apples
  - Blackberries
  - Blueberries
  - Cantaloupes
  - Cherries
  - Logan Berries
  - Melons
  - Pawpaws
  - Peaches
  - Pears
  - Plums
  - Raspberries
  - Strawberries
  - Table Grapes
  - Watermelons
- **Garden Center/Nursery**
  - Bamboo
  - Christmas Trees
  - Field Grown & Cut Flowers
  - Fruits
  - Greenhouse
  - Groundcovers
  - Sod/Compost/Fertilizer
  - Herbs, Spices, & Mushrooms
  - Native Plants
  - Nursery
  - Perennial Ornamentals
  - Shrubs
  - Trees
  - Vegetables
- **General Grocery**
  - Apple Butter
  - BBQ Sauce
  - Cereal
  - Condiments
  - Cornmeal
  - Dried Foods
  - Flour
  - Horseradish
  - Jams, Jellies & Preserves
  - Meals
  - Meat Rubs
  - Mixes
  - Prepared Foods
  - Salsa
  - Sauces
  - Shortening/Oil
  - Soups
  - Spices & Herbs
  - Spreads
- **Grains**
  - Barley
  - Oats
  - Rye
  - Triticale
  - Wheat
- **Greenhouse Plants**
  - Annuals
  - Hanging Basket
  - Perennials
  - Plants
  - Poinsettias
  - Tropical Houseplants
  - Vegetable Plants
- **Hay/Straw**
  - Hay
  - Straw
- **Hemp**
  - CBD Extracts
  - CBD Oil
  - Fiber
  - Grain/Seed Products
  - Other Floral Extracts
- **Herbs, Spices & Mushrooms**
  - Basil
  - Chives
  - Cilantro
  - Dill
  - Dry Rubs
  - Garlic
  - Ginger
  - Ginseng
  - Lemon Verbena
  - Mint
  - Oyster Mushrooms
  - Parsley
  - Portobello
  - Rosemary
  - Sage
  - Scented Geranium
  - Shiitake Mushrooms
  - Tarragon
  - Thyme
  - Wild/Medicinal Herbs
- **Honey & Bees**
  - Chunk Honey
  - Comb Honey
  - Honey Bees
  - Liquid Honey
- **Hops**
  - Hops
- **Hydroponics**
- Shetland
- Shropshire
- Southdown
- Suffolk
- Texel
- Tunis
- White Face Cross

- Club/Market Lamb
  - Prospects
  - Black Face Cross
  - Border Cheviot
  - Columbia
  - Corriedale
  - Dorper
  - Dorset-horned & polled
  - Hampshire
  - Horned Dorset
  - Katahdin
  - Lincoln
  - Montadale
  - Natural Colored
  - North Country Cheviot
  - Oxford
  - Polypay
  - Rambouillet
  - Romeldale CVM
  - Shetland
  - Shropshire
  - Southdown
  - Suffolk
  - Texel
  - Tunis
  - White Face Cross

- Swine (Live)
  - Breeding Stock
    - Berkshire
    - Chester White
    - Crossbred
    - Duroc
    - Hampshire
    - Hereford
    - Kunekune
    - Landrace
    - Mangalitsa
    - Meishan
    - Poland China
    - Red Wattle
    - Spot
    - Tamworth
    - Yorkshire
  - Contract Grower
  - Early Weaned Pigs
  - Market Hogs
  - Show Pigs
    - Berkshire
    - Chester White
    - Crossbred
    - Duroc
    - Hampshire
    - Hereford
    - Kunekune
    - Landrace
    - Mangalitsa
    - Meishan
    - Poland China
    - Red Wattle
    - Spot
    - Tamworth
    - Yorkshire

- Snacks and Confections
  - Bourbon Balls
  - Candy
  - Chips
  - Cones
  - Dips
  - Flavored Honey/Syrup
  - Fruit Snack
  - Fudge
  - Gelatin
  - Gum
  - Marshmallows
  - Mints
  - Peanut Brittle
  - Pecan Brittle
  - Popcorn
  - Pretzels
  - Pudding
  - Rice/Corn Cakes
  - Snack Bars
  - Sorghum
  - Syrup
  - Toppings

- Timber
  - Biofuels
  - Fencing
  - Firewood
  - Landscaping Chips/Mulch
  - Logs
  - Paper
  - Posts
  - Preserved Wood Products
  - Pulpwood
  - Railroad ties

- Vegetables
  - Artichokes
  - Asparagus
  - Beans
  - Beets
  - Bok Choy
  - Broccoli
  - Brussel Sprouts
  - Cabbage
  - Carrots
  - Cauliflower
  - Cucumbers
  - Cushaw
  - Edamame Soybeans
  - Eggplant
  - Fennel
  - Gourds
  - Green Onions
  - Greens
  - Herbs
  - Indian Corn
  - Kohlrabi
  - Lettuce
  - Microgreens
  - Mushrooms
  - Okra
  - Onions
  - Parsnips
  - Peas
  - Peppers
  - Potatoes
  - Pumpkins
  - Radishes
  - Rhubarb
  - Summer Squash
  - Sweet Corn
  - Sweet Potatoes
  - Tomatillos
  - Tomatoes
  - Turnips
  - Winter Squash
  - Zucchini

- Vineyard
  - Wine Grapes

- Wood Products
  - Cabinets
  - Christmas Trees
  - Cooperage
  - Crafts/Arts
  - Flooring
  - Furniture
  - Lumber
  - Millwork
  - Pallets
  - Reconstituted Wood Products
  - Shavings/Sawdust
  - Veneer
  - Wood Pellets
The Kentucky Proud® logo may only be used by licensed, qualified applicants on agricultural products grown and/or processed in Kentucky.

1. Product's 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 for Agricultural 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 for Agricultural 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. Upon approval of the initial application, the Department shall provide 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.kyagr.com.
4. License to use the Kentucky Proud® logo shall be granted by Kentucky Department of Agriculture, Office for Agricultural Marketing & Product Promotion upon approved application. Licenses shall be renewed annually.

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.

The Kentucky Department of Agriculture, Office for Agricultural 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.

(Application continues on next page)
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.

Upon approval, 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.

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, disability, sexual orientation, gender identity, veteran status, or genetic information in accordance with state and federal laws. Reasonable accommodations are provided upon request. Printed with state funds.

I have completed the application and read the Kentucky Proud® logo terms and conditions. I agree to follow these terms and conditions when using the Kentucky Proud® logo, and I certify that my representations in this document are correct and true to the best of my knowledge.

×

Signature & Title

Date Signed

Applicants may print, complete, and mail applications to:

KDA Office of Agricultural Marketing
Attn: Kentucky Proud Membership
111 Corporate Drive, Frankfort, KY 40601
Phone: (502) 782-412