

Homegrown By Heroes and PA Preferred™

Founded by the Kentucky Department of Agriculture in January 2013, the Homegrown By Heroes program has been administered nationally by Farmer Veteran Coalition since Veterans Day of that same year. Since then, the program has expanded to include more than 1,100 members in all 50 states plus Puerto Rico. Several State Departments of Agriculture have officially partnered with Homegrown By Heroes to produce a merged logo combining elements of the state's own "Buy Local" branding initiative and the Homegrown By Heroes label. Pennsylvania's state branding program, PA Preferred™, is one of a dozen of state organizations that has done so.

What is the Homegrown By Heroes Program?

Homegrown By Heroes (HBH) is the *official farmer veteran branding program of America*. The program serves to inform consumers that agricultural products donning the HBH logo were produced by U.S. military veterans. Additionally, farms and agricultural businesses displaying the logo denotes a Homegrown By Heroes-certified operation.

Who is eligible?

- Veterans of any branch of the U.S. Military from all service eras, including those currently serving.
- Those who received a characterization of service of "Honorable" or "General (Under Honorable Conditions)" upon discharge.
- Agribusinesses and farming operations that maintain a minimum of 50 percent veteran ownership and a minimum of 50 percent veteran management control.
- Value-added products that contain a minimum of 50 percent non-water ingredients produced by an HBH-certified producer.

How Do I participate in the PA Preferred™ Homegrown By Heroes branding initiative?

1. You must first become a member of Farmer Veteran Coalition. If you are not yet a member of the Farmer Veteran Coalition, visit www.farmvetco.org.
2. PA Preferred membership is also required. If you are not yet a member of PA Preferred, visit www.papreferred.com.
3. Fill out the attached form and return it to the PA Preferred office which is housed in the Pennsylvania Department of Agriculture Bureau of Market Development 2301 N. Cameron Street Harrisburg, PA 17110. Email is also acceptable – send to RA-markets@pa.gov.

Contact Ashlee Dugan, the PA Preferred Coordinator, with questions regarding Pennsylvania's HBH program at (717) 705-9511



PA Preferred™ Homegrown By Heroes Expression of Interest Form

Applicant's name and business name:

Business address and county:

Phone Number:

Email Address:

Are you currently a member of active military? YES NO

Please use this space to tell us about your military service. What branch, years served, location and any other information you think is relevant:

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Are you currently farming or operating an agribusiness? YES NO

If so, what type of farm or agribusiness do you operate? What types of products do you produce?

Do you have a history with farming or are you a new farmer? How did you come to be involved with your current operation?

How has military service helped prepare you for your current work in farming?

✓ Per requirements, have you successfully joined the Farmer Veteran Coalition and PA Preferred? YES NO

Do you wish to recommend anyone else for the program? If so, please provide their name and contact information here.

Submit this form via mail to the PA Preferred office which is housed in the Pennsylvania Department of Agriculture Bureau of Market Development 2301 N. Cameron Street Harrisburg, PA 17110 or email RA-markets@pa.gov