

OHIO PROUD

Made in Ohio • Grown in Ohio

What is Ohio Proud

Ohio Proud is the marketing program of the Ohio Department of Agriculture that promotes food and agricultural products which are made and grown in Ohio.

Mission: To create and retain jobs by marketing Ohio's food and agricultural industries.

Objective: To increase in-state sales of Ohio food and agricultural products.

Goals

- Consumer Promotion
- Marketing Services
- New Market Access & Development

New Program Features:

- A new logo and tagline
- A brand new interactive website coming May 2008
- A reduced membership fee
- Affiliate member – a new member category
- Point-of-Purchase materials
- Mobile Chef Wagon

Why Buy OHIO PROUD

Every dollar spent on Ohio Proud products reinvests in the state's economy. Support local farmers, food processors, and your community by purchasing Ohio Proud products.

Benefits

Meet Consumer Preference

Whether it's on a retail shelf or a restaurant menu, the Ohio Proud logo gives consumers an easy way to identify those products that are made and grown in Ohio.

- 98% of Ohio consumers surveyed say they prefer to buy Ohio products over a national brand.

- 90% of those surveyed are willing to pay up to \$.50 more for an Ohio product.

Point-of-Purchase Materials Move Product

The Ohio Department of Agriculture will provide signage, decals and banners to Ohio Proud partners and Affiliate Members.

Build Consumer Awareness & Customer Loyalty

Advertising promotes the Ohio Proud logo and increases consumer awareness of the program. Those surveyed purchase Ohio products because they believe the products are fresher, healthier and provide jobs and economic support to Ohio's farmers and small businesses.

How to Apply

- Call (800) 467-7683 or visit www.ohioproud.org to download your application and agreement
- Submit your \$25 annual membership fee to the Ohio Proud program, 8995 E. Main Street, Reynoldsburg, Ohio 43068