



## PA Preferred® Homegrown By Heroes

In January 2013, the Kentucky Department of Agriculture founded the Homegrown By Heroes (HBH) and 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, including 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 program seeks 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.

### Benefits of Using the Homegrown By Heroes Label

- The Homegrown By Heroes label differentiates veteran-produced products in competitive markets.
- It provides consumers a tangible way to support veterans. America loves her veterans and there is no better way for citizens to show their support than by purchasing the fruit of their labor.
- Displaying the label—for example, on your farmers' market stand, egg cartons, canned goods, produce boxes, etc.—gives veterans the point-of-sale visibility needed to be successful in the marketplace.
- Displaying the logo on a farmers' market stand—or anywhere you do business—invites consumers to ask about the label, providing an opportunity for the veteran to share their story and connect with their customers. In many cases, this leads to loyal, returning customers.



## PA Preferred® Homegrown By Heroes Application

### How Do I participate in the PA Preferred® Homegrown By Heroes Program?

1. In order to become a certified Homegrown By Heroes member, first become a member of the Farmer Veteran Coalition (membership is free). If you are not yet a member or for more information, visit <https://farmvetco.org/membership/>
2. After your membership has been approved by FVC, then you'll need to become a certified Homegrown By Heroes member. More details can be found here <https://farmvetco.org/hbh/>.
3. Finally, apply to the PA Preferred program (membership is free). If you are not yet a member of PA Preferred, visit [www.papreferred.com](http://www.papreferred.com).
4. Once these requirements have been met, complete the information below:

Applicant's name:

Applicant's business name:

Business address:

Phone Number:

Email Address:

Homegrown By Heroes Certification Number:

What product(s) are Homegrown By Heroes certified:

Return this form to the Pennsylvania Department of Agriculture, Bureau of Market Development, PA Preferred Program, 2301 N. Cameron Street, Harrisburg, PA 17110 or email [RA-markets@pa.gov](mailto:RA-markets@pa.gov)