What is Georgia Grown?

• Georgia Grown is a marketing, community and economic development platform designed to grow local economies throughout our state.

• Georgia Grown Goals: “We Help Georgia Grow”
  – Economic Development
  – Marketing, Education & Outreach
  – Nutrition & Wellness
  – Environmental
  – Culture & Lifestyle
Who is Georgia Grown for?

- Entities involved in Georgia agriculture or that use Georgia agri-products in its offering.
  - Fruit, vegetable, and nut growers that sell to the public and other businesses
  - Restaurants, Retailers and local suppliers
  - Artisanal food businesses i.e. honey, jam, cheese and wine growers/manufacturers
  - Agri-tourism operations
  - Ag equipment and supplies dealers

If you’re in agriculture, Georgia Grown is for you
Membership levels available for any business size!
How does Georgia Grown work?

Georgia Grown is membership based.

**Silver Membership – $100 Annually**

- Use of the logo on your packaging and marketing materials
- Being listed on our highly searchable statewide directory designed to connect your company with buyers and consumers
- Discounts on credit/debit card and EBT transactions
- Access to additional benefits as the program evolves over time
Where are we?
Where do we go next?

Implementing Georgia Grown in 3 Phases

• Obtain the support of the agriculture community
• Get retail, wholesale, and food service involved
• Inform the consumer
Where can consumers find Georgia Grown?
Visit Georgia Grown Online

www.GeorgiaGrown.com

• Locate members
• Sign-up for membership
• Learn about other Georgia Grown programs
  • Feed My School
  • Test Kitchen
  • Georgia Grown Chefs
Georgia Grown Feed My School Program

- Georgia’s Farm to School Leader
- 5 days of 75-100% Georgia Grown Meals
- Currently 19 FMS Schools
Georgia Grown Test Kitchen Program

- Supplying Georgia schools with Georgia Grown recipes
- Currently 15 Test Kitchen schools
Georgia Grown Executive Chefs Program

• Culinary Ambassadors for Georgia Grown
• Four chefs per year
• In conjunction with Georgia Restaurant Association
Thank You! Any Questions?

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