

# Advancing the Food Chain

## Georgia's Efforts to Connect Producers and Consumers

**Presented by** Gary W. Black, *Commissioner of Agriculture*  
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# 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



# 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



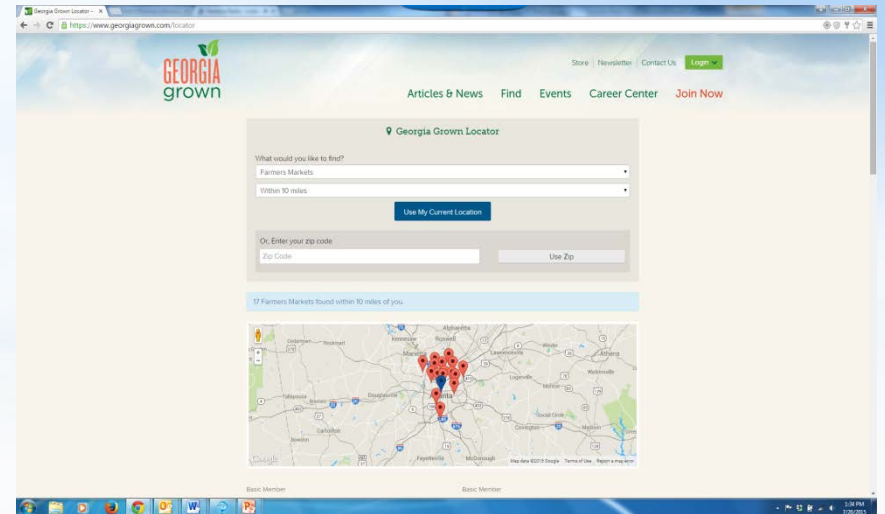
# Where can consumers find Georgia Grown?



# Visit Georgia Grown Online

[www.GeorgiaGrown.com](http://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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