



Better for you. Better for Colorado.

What is COLORADO PROUD?

According to a survey, nearly **92%** of Coloradans would buy more Colorado grown and produced products if they were available and identified as being from Colorado.

The Colorado Department of Agriculture developed **COLORADO PROUD** in 1999. It is a **FREE** marketing program designed to help consumers, restaurants and retailers identify and purchase Colorado food and agricultural products.

The bright distinctive **COLORADO PROUD** logo series will help residents of our state, other states and other countries easily identify high-quality Colorado food and agricultural products.

What are the benefits?

- ▲ **FREE** artwork for use on packaging and in advertising
- ▲ **FREE** monthly newsletter
- ▲ **FREE** link from our web site to yours
- ▲ Advertising opportunities such as television, radio, billboards and bus ads
- ▲ Invitations to participate in a variety of marketing opportunities

Restaurants also receive:

- ▲ **FREE** listing in our Colorado Proud Restaurant Guide
- ▲ **FREE** menu decals
- ▲ **FREE** "Proudly Serving Colorado Cuisine" window decal

Who may use the logos?



The **COLORADO PROUD** logo may be used to promote any food or agricultural product that has been grown, raised or processed in Colorado. Non-food items must be at least 50 percent agricultural origin by weight, and that agricultural base must have been grown, raised or processed in Colorado. Fresh produce, herbs and horticultural products must be grown in Colorado in order to use the logo.



The **COLORADO ORGANIC** logo may be used to help market Colorado agricultural products that have been certified by a federally accredited organic certification program.



The **COLORADO CUISINE** logo may be used by restaurants that feature Colorado products on their menus.

To use the logos, companies must submit a license agreement verifying their eligibility and agreeing to comply with the *Logo Use Guidelines* (on back). There is **NO COST** to participate in the program. Logo slicks and digital art are provided at no cost to the company; promotional items are available at the cost of production.

Retailers and restaurants are encouraged to use these logos to promote Colorado products to their customers. The logos may only be used to promote Colorado products, as described above.

Questions?

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