



ILLINOIS...Where Fresh Is Logo Program

The Illinois Department of Agriculture along with the Illinois Specialty Growers associations are very pleased with the number of Illinois producers that have signed-up to participate in the ILLINOIS “WHERE FRESH IS” logo program. This program is made available to producers to use as a tool to help sell Illinois grown produce, fruits and other horticulture commodities.

For a producer to use the logo, one only needs to fill out and submit an application to the Illinois Department of Agriculture. After the application is approved the producer will receive a list of sales materials with the logo. These materials can be purchased at cost for use at community farmers markets, roadside stands and grocery stores.

A copy of the application for this program is enclosed. If you are interested in participating in this program, please complete and return to:

Illinois...Where Fresh Is
Illinois Department of Agriculture
Bureau of Marketing and Promotions
State Fairgrounds, P. O. Box 19281
Springfield, Illinois 62794-9281

Phone: 217/524-9129
Fax: 217/524-5960
Email: delayne.reeves@illinois.gov

