

## Illinois Product Merchandise

High Resolution Logo — available in various formats so you can incorporate directly on your packaging or store advertisements (\$20)

Stickers — available in two sizes and in rolls of 1,000 to put directly on your Illinois product (\$10/roll)

Shelf Talkers — make your Illinois product stand out on the shelf (\$5 for a bundle of 25, clips not included)

Polos, T-Shirts and Sweatshirts — show your Illinois Pride (colors/prices vary, see website for details and ordering information)

Vertical Banner — high quality, 32"x80" vinyl sign with easy-to-assemble stand (\$165)



## What everyone is saying...

“The IL Department of Ag’s Logo Program has had a positive impact in promoting Illinois products and has created a win/win solution for both the state of Illinois and the Illinois Small Businesses like my own. It reinforces the grass roots efforts to support and buy local in order to reinvest in our local communities. The program has done a great job in promoting the many quality products that Illinois has to offer.”

— Jimmy B’s Super Salsa  
Springfield, Illinois

IDOA’s promotion for Illinois products has been very beneficial to the start up and success of my business. Since attending my first Illinois product Show four years ago I have noticed the number of customers in the Springfield area has increased year to year. The Illinois Products label is placed on all my products which lets customers across the state know it is made in Illinois. I have received feedback from customers who purchased the product after seeing the logo and they are return customers because they love the product.

— Uncle Joe’s Sauces  
Ina, Illinois

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PRODUCT** 

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[www.agriculture.illinois.gov](http://www.agriculture.illinois.gov)

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## Benefits

Local branding has been found to increase sales but also allows you to set yourself apart from the competition. Identifying your products with the logo in grocery and retail stores, specialty food stores, farmers' markets, roadside stands, restaurants, or trade shows can translate into increased sales. Your participation can increase sales of Illinois food and agribusiness products, resulting in increased employment opportunities and a strong state economy and agricultural community.

## Eligibility

Any entity that produces, processes, packages, manufactures, or promotes a food or agribusiness product in Illinois can be authorized to participate in the logo program free of charge. Examples include food companies, grocery stores, agribusinesses, agricultural producers or related associations. Although there are no requirements to use a certain percentage of state produced ingredients, the Illinois Department of Agriculture encourages the use of in-state resources and can help you locate Illinois suppliers.

## Get Involved

Complete our simple one page Agreement for Use at [www.illinoisproductlogo.com](http://www.illinoisproductlogo.com) and become an approved company. That is all you need to do begin showing your state pride and help consumers find you! For more information, please contact Kendra Buchanan at 217-524-3297 or [kendra.buchanan@illinois.gov](mailto:kendra.buchanan@illinois.gov).

## Illinois Product Logo Program

Today more than ever, consumers want to support their local economy by purchasing products from their own state. The Illinois Department of Agriculture's ILLINOIS PRODUCT logo program helps consumers identify and purchase Illinois food and agribusiness products.

The more involvement from Illinois food companies and retailers, the more consumers will identify and seek out products associated through the ILLINOIS PRODUCT logo program.

## Get involved — Take the Buy Illinois Challenge!

If every household in Illinois dedicated \$10 of their existing weekly grocery budget to the purchase of Illinois Products, over \$2.4 billion would be reinvested in the Illinois economy annually!

Do your part and take the pledge at  
[www.buyillinoischallenge.com](http://www.buyillinoischallenge.com)

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*challenge*