



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: 217/785-7799
Fax: 217/546-7989
Email: *karen.fraase@illinois.gov*



AGREEMENT FOR USE OF "ILLINOIS-WHERE FRESH IS" LOGO

Company or Trade Name (Doing Business As): _____

Business Address: _____

City: _____ State: _____ County: _____ Zip: _____

Contact Person: _____

Telephone: _____ Fax: _____ Email: _____

(Check One): Individual Partnership Corporation Cooperative

Please specify how you will use the certified mark (i.e. on packaging, point of sale material, signs, posters, letterhead, etc.). Please be specific.

On an attached sheet, list all products or commodities to which the logo will be applied. The Logo can be used only to promote products produced in Illinois. Include product brand name if applicable.

Applicant hereby certifies that the "Illinois-Where Fresh Is" mark will be applied only in the fashion described above and that the products on which the logo will be used are produced in Illinois.

Applicant agrees not to deviate from the graphic standards of the logomark identified on the attached sheet. The certified mark can be displayed using only the recognized colors, or in black and white. Special consent may be granted by the State of Illinois, Department of Agriculture for use of alternate colors upon request of applicant.

Applicant will indemnify and hold harmless the State of Illinois, Department of Agriculture and its staff and assigns from and against all product liability claims, actions, damages, costs and expenses including reasonable attorneys' fees arising out of or in connection with applicant's use of the certified mark.

Applicant hereby authorizes the State of Illinois, Department of Agriculture and its staff to identify and promote its products in marketing and promotional activities that may be undertaken by the Illinois Department of Agriculture.

The right to use the certification mark herein granted shall be royalty free but is personal to Applicant and may not be assigned or transferred to any other individual or entity without prior written consent of the State of Illinois, Department of Agriculture. The terms of this Agreement commence upon receipt of approval and shall continue until terminated upon written notice from the State of Illinois, Department of Agriculture. Termination of the Agreement shall not affect any rights or remedies of the State of Illinois, Department of Agriculture for any breach of the agreement by applicant.

I certify that the products listed on the attached sheet have been produced in Illinois. I also certify that the "Illinois -Where Fresh Is" mark will not be used in a way that will be detrimental or derogatory to any individual, product, business entity, or agency of government.

Signature Title Date

RETURN TO: Illinois Department of Agriculture
Bureau of Marketing and Promotion
State Fairgrounds, P.O. Box 19281
Springfield, Illinois 62794-9281

DO NOT WRITE IN THIS SPACE
Approved: Illinois Department of Agriculture
Bureau of Marketing and Promotion
By: _____
Date: _____