

The Illinois Department of Agriculture, with grant funding and in cooperation with the Illinois Specialty Growers Association, has created an attractive updated Illinois *Where Fresh Is* logo.

The *Where Fresh Is* logo is part of a marketing campaign that can be used to help identify and sell Illinois-grown produce at local grocery stores and farmers' markets throughout Illinois.

Signage and produce stickers are now available to proudly showcase these products and to help consumers easily find them.

For more information  
and to download an application visit:

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



The Illinois Department of Agriculture along with the Illinois Specialty Growers Association 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 questions or for more information,  
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## Why is the logo program important?

Statistics show that consumers want locally grown produce for the health and well being of their families and to support the local economy. On average, produce travels 1500 miles to the grocery store it is sold from. When spent locally, \$.32 more of every dollar stays in the community.

The largest obstacle is consumer awareness. The Illinois “*Where Fresh Is*” logo program will help consumers easily identify Illinois-grown products.

## How do you involved?

For a producer, grocery store or farmers’ market to use the logo, you only need to fill out and submit an application to the Illinois Department of Agriculture. Once approved, you will receive a list of sales materials with the logo and these materials can be purchased at cost for unlimited use.

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## An Illinois Specialty:

When people think of Illinois agriculture, corn and soybeans are likely the first crops that come to mind. But great soil, favorable climate, strong family tradition, and good old Illinois ingenuity make the state a top grower of several specialty crops as well.

Pumpkins, melons, horseradish, peaches, apples, popcorn and grapes for wine production are just some of the lesser-known crops grown on over 100,000 acres of Illinois farmland each year. In 2010, specialty crops generated more than \$400 million in sales.

