



THE KENTUCKY PROUD STORY

Kentucky Proud means many things to many people – delicious blackberry jam, rich-tasting Kentucky country ham, mouth-watering tomatoes, and much more – all produced with the greatest care to offer a special treat to families throughout Kentucky, the nation and the world. When you buy Kentucky Proud, you're buying food that you can serve to your family with confidence. And you're helping your community by keeping your food dollars close to home.

The Kentucky Proud movement is growing by leaps and bounds. Kentucky Proud had about three dozen members in early 2004. Today about 2,500 farmers, processors, retailers, restaurants, farmers' markets, school systems, state parks and Kentucky Farm Bureau roadside markets are members of Kentucky Proud.

Kentucky Proud generated more than \$200 million in retail sales in 2010, making a total of a half-billion dollars in the past three years, just through Kentucky Proud member retailers. A 2008 University of Kentucky study found that every \$1 of tobacco settlement money invested in Kentucky Proud returned up to \$4.70 in new farm income.

Kentucky Proud became the state's official farm marketing program in 2008. The program is administered by the Kentucky Department of Agriculture.

Consumers today want to know what's in their food and where it came from. Kentucky Proud foods come from just down the road – not across the country or even overseas. Buy Kentucky Proud, and find out why "Nothing else is close."

For more information about Kentucky Proud, contact Bill Clary, the Kentucky Proud program manager, at (502) 564-1137 or bill.clary@ky.gov.