

### **The Honorable Tommy Irvin**

Commissioner  
Georgia Department of Agriculture  
204 Agriculture Building  
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Atlanta, Georgia 30334  
(404)656-3600, Fax (404)651-8206

Base Grant: \$500,000  
Specialty Crop Grant: \$2,730,000  
Total Grant: \$3,230,000



### **Georgia Grown Campaign:**

Georgia Department of Agriculture: \$2,351,133.

The general objective of the Georgia Grown Campaign is to promote awareness of the quality of Georgia agriculture and promote the image of supporting local farmers. It is worth recognizing and marketing the varieties of farm fresh fruits, nuts, vegetables, and specialty crops produced in Georgia throughout the year.

The Georgia Grown campaign has been a comprehensive program that has conveyed its message using numerous marketing methods. Between TV advertising, billboards, in-store demonstrations, publications, recipe brochures, and a retail program based on point-of-purchase materials, the campaign has received very positive feedback from producers in the state due to increased sales. Georgia Grown has an appealing logo that retailers regularly request to have displayed in their stores. Shippers also requested to use the logo on their products and boxes.

Another positive result has been the large increase in consumer awareness of the Georgia Grown promotion. An impact research study by the University of Georgia showed consumer awareness of the Georgia Grown campaign increased from 2001 to 2002 by 50 percent. The study also found 94 percent of shoppers indicating that they would purchase a Georgia Grown product over a competing product if it was competitively priced and of similar quality. Sixty-five percent felt the Georgia Grown label meant the produce was fresher than produce from out of state. Additionally, 96 percent thought labels should be used to identify fresh produce grown in the state. These figures confirm the assumption that Georgia consumers are interested in buying Georgia Grown produce, which is the purpose of the campaign.

The Georgia Department of Agriculture hopes to continue building on the investment made on the Georgia Grown program that has helped to develop a high quality image for Georgia's produce and specialty crops.

