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## **[Virginia Grown® - Homegrown by Heroes \(HBH\)](#)**

### **Homegrown by Heroes Program**

The Virginia Department of Agriculture and Consumer Services (VDACS) and the Virginia Grown® program, in partnership with the Farmer Veteran Coalition collaborated to present the Virginia Grown® - Homegrown by Heroes (HBH) identification program and logo. In the summer of 2017, VDACS launched Virginia Grown® - Homegrown by Heroes in support of Virginia farmer military veterans, allowing veterans to market their local agricultural products by labeling them as veteran-produced.

The Virginia Grown® - Homegrown by Heroes logo is available to farmers, ranchers, fishermen and value-added producers of all branches and eras of military service. VDACS thanks military veterans who help keep agriculture and forestry Virginia's number one industries, with an economic impact of \$91 billion annually and 442,200 jobs in the Commonwealth.

### **How to Participate**

To participate in this free identification program, Virginia farmers must have veteran, active duty, National Guard or Reserve member of the United States Armed Forces status.

- Your first step is to sign up with the [Farmer Veteran Coalition \(FVC\)](#)
- Once you have become a Farmer Veteran Coalition member, e-mail us at [vagrown@vdacs.virginia.gov](mailto:vagrown@vdacs.virginia.gov) and we will walk you through the next few steps, including providing you with the Virginia Grown® - Homegrown by Heroes logo that you can use on your products and marketing materials. We are excited to partner with you on this exciting marketing activity!

Click [here](#) for more information about the Farmer Veteran Coalition (FVC), the HBH logo eligibility process and the HBH program history.

## **For more information**

Contact:

**VDACS Office of Promotions**

E-mail: [vagrown@vdacs.virginia.gov](mailto:vagrown@vdacs.virginia.gov)

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