

Published on *VeteransNavigator* (<https://veteransnavigator.org>)

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 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

Article Source

Virginia Department of Agriculture and Consumer Services

Source URL

<https://www.vdacs.virginia.gov>

Last Reviewed

Wednesday, July 24, 2024