

GROWN IN MONTANA

Montana is legendary for its natural beauty, spectacular landscapes and expansive, open skies. The splendor of the state is reflected in the products made and grown here and we want to make sure the world knows it.



The Grown in Montana program focuses on products grown and produced in Montana communities. Montana may be famous for beef and grains, but we grow so much more. Flathead cherries, nutritious pulse crops and bountiful local produce ... you can find a number of locally grown products to fill your pantry and prepare your meals.



What It Means to Be Grown in Montana

The logo is a **BADGE OF HONOR** for growers working for something bigger than the bottom line.

- Our members are **A CUT ABOVE**

In Montana, we hold each other to a higher standard we are tougher, friendlier, and more likely to come through in a pinch. The things we make and grow here should live up to the same ideals. If it's produced in Montana, it's produced with pride.

- Our products are **MONTANA THROUGH AND THROUGH**

Montana is known for its spectacular, unspoiled nature, our charming towns, hospitality, and breathtaking experiences. The people and products that wear this badge reflect that reputation, sharing the Last Best Place with the world.

- Our members are **HERE BY CHOICE**

The choice to build a business here tells you a lot about the people and companies that have done it. We are not just producing and harvesting - we are choosing a better way of doing things.



ABOUT Using the Grown in Montana Logo

Products must have been grown, come from, or are derived from crops or animals in the state and the value is now 50% or more of the individual parts used in the production process.

Many Grown in Montana members also are eligible to use the Made in Montana logo. An example would be a producer that grows grain and then uses that same grain to make and sell bread.

Partnership with Department of Agriculture

We value our partnership with the Department of Agriculture and work hand-in-hand with their marketing team in offering marketing opportunities to agriculturally-based businesses. They also manage the Grown in Montana Facebook page.

They can help you with Organic Certification, finding Farmer's Markets, developing an Agritourism business, assistance at Food and Ag Development Centers, as well as other domestic and global marketing opportunities.

Contact them at agr@mt.gov or 406.444.2402



Grown in Montana products have uses beyond eating and drinking. Knit a sweater with homespun wool, plant native flowers and trees, and lather up with goat milk soap!



REASONS to Join

Joining Made in Montana is free, easy and can be rewarding for your business. Members receive the following

- **Free online listing** on the Made in Montana website, including photos, product description, and a hyperlink to your own website.
- **Use the logo/s** on products, signs, and marketing materials (purchase stickers or use the electronic logo for free).
- **Access exhibiting** opportunities, including the annual Made in Montana Tradeshaw for Food and Gifts and the annual Food Show targeted for wholesale accounts, restaurants, grocery stores, distributors, and food service.
- **Get information**, including technical assistance; find out about grant opportunities.
- **Join the member community**, share experiences, and learn from each other.
- **Integration** of Made in Montana promotion with tourism marketing and business development through the Montana Department of Commerce and Department of Agriculture and other partners .

READY TO CONNECT, JOIN AND DISCOVER MORE?



Scan the QR code above



MADE IN MONTANA

Montana is legendary for its natural beauty, spectacular landscapes and expansive, open skies. The splendor of the state is reflected in the products made and grown here and we want to make sure the world knows it.



Since 1984, the Made in Montana program has been working with Producers and Retailers to build recognition and demand for products that are "genuine" Montana. The program is part of the Montana Office of Tourism and Business Development at the Montana Department of Commerce and includes Grown in Montana and Native American Made in Montana logos. Membership is free

and offers many no and low-cost marketing opportunities. Over 2,458 producers and 227 retail locations and restaurants participate in this important value-added program.

What It Means to Be Made in Montana

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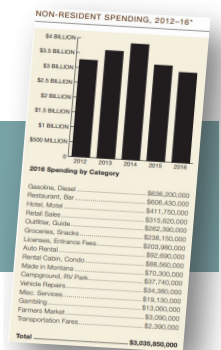
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The Importance of Local Products

It is estimated visitors spent over \$3 billion in Montana in the last year. They estimate that over \$91 million of that was specifically on products promoted as Made in Montana; the #10 spending category.

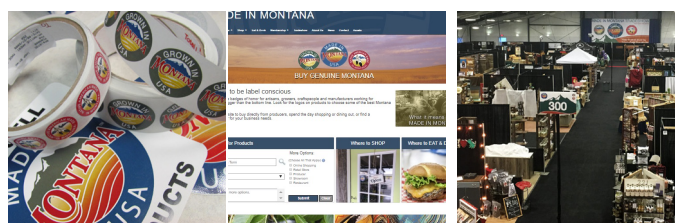
Source: ITRR, The Importance of Traveler Spending of Locally Produced Goods & Services, 535



About Membership and Eligibility

Producers/manufacturers, retailers, and restaurants are all eligible for membership in the program when they are producing and/or selling items that have been made, grown, created within the state of Montana and the value is now 50% or more of the individual parts used in the production process. (Service providers are not normally eligible for membership).

- Use of **Grown in Montana** logo requires products are grown, come from, or are derived from crops or animals in the state
- Use of the **Native American Made in Montana** logo requires enrollment in a Montana tribe and residency in the state



REASONS to Join

Joining Made in Montana is free, easy and can be rewarding for your business. Members receive the following benefits:

- **Free online listing** on the Made in Montana website, including photos, product description, and a hyperlink to your own website.
- **Use the logos** on products, signs, and marketing materials (purchase stickers or use the electronic logo for free).
- **Access exhibiting** opportunities, including the annual Made in Montana Tradeshow for Food and Gifts and the annual Food Show targeted for wholesale accounts, restaurants, grocery stores, distributors, and food service.
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NATIVE AMERICAN MADE IN MONTANA

In Montana, we take authenticity seriously. It means "of undisputed origin," and that's what the Native American Made in Montana logo signifies.



For a product to bear the Native American Made in Montana logo, it must be made in the state by a registered member of one of the eight tribal nations that call Montana home. This includes the Blackfeet Nation, the Chippewa Cree Tribe, the Confederated Salish & Kootenai Tribes, the Crow Nation, the Fort Belknap Indian Community, the Fort Peck Assiniboine & Sioux Tribes, the Little Shell Chippewa Tribe, and the Northern Cheyenne Tribe.

The Native American Made in Montana badge honors the authentic cultures, creations, and values that represent Indian Country across Montana.

What It Means to Be Native American Made in Montana

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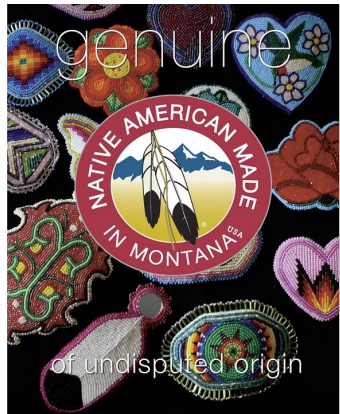
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Nowhere do these concepts apply more directly than for our Native American Made in Montana members.

About Using the Logo

The Native American Made in Montana (NAMiM) logo is for the **exclusive use of enrolled members of a Montana recognized tribe**. The member must also currently reside in the state. Members of non-Montana tribes are not eligible to use the NAMiM logo. However, they are welcome to join the program and use the Made in Montana or Grown in Montana logos.



Sovereign tribal territory spread across Montana make up nine percent of the land base in Montana. Tribal members live on and off the reservation, innovating new products as well as creating traditional arts and crafts.

Look for products from all sectors of the economy, including traditional and modern artwork, electronics, lumber, livestock and their genetics, textiles, commodity crops, and prepared foods.

Reasons to Join

Joining Made in Montana is free, easy and can be rewarding for your business. Members receive the following benefits:

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- **Use the logos** on products, signs, and marketing materials (purchase stickers or use the electronic logo for free)
- **Access exhibiting opportunities**, including the annual Made in Montana Tradeshow for Food and Gifts
- **Get information**, including technical assistance; find out about grant opportunities
- **Join the member community**, share experiences, and learn from each other

Types of Members

Producer – Your product is made, grown, created, or transformed here and it is now worth 50% or more in added value.

Retail Stores - You carry a variety of Made in Montana products as part of your regular inventory.

Restaurant - You serve menu items consisting of Made in Montana ingredients and make a point of sourcing locally grown products.

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