

Benefits of Being Kentucky Proud™

- FREE membership
- Listed on KY Proud database
- Opportunity to expand marketing avenues
- Opportunity to be part of a local branding movement
- Assistance from the Kentucky Department of Agriculture's marketing team
- Printer ready proofs of the official Kentucky Proud™ logo FREE
- Advantages of statewide advertising and promotional campaigns

As a Kentucky Proud™ participant, you may qualify for these additional programs:

- Advertising cost-share program
- Point of Purchase cost-share program
 - 50/50 advertising
 - Website
 - Road Sign
 - Business Cards
 - Brochure
- At-Cost Kentucky Proud™ marketing materials



KY DEPARTMENT OF AGRICULTURE

Division of Show & Fair Promotion
100 Fair Oaks Lane., 5th floor
Frankfort, KY 40601

Phone: 502-564-4983

Fax: 502-564-0854

**KY DEPARTMENT
OF AGRICULTURE**



LIVESTOCK TAG PROGRAM



NOTHING ELSE IS CLOSE

How Do I Sign Up?

To be an eligible KY Proud Producer, you must submit a completed KY Proud Livestock Tag Program Application. This packet can be obtained by contacting the Division of Show and Fair Promotion or by going online to www.kyagr.com, programs, Show and Fair Promotion. The application, order form and payment will need to be mailed to:

**Kentucky Department of Agriculture
Division of Show and Fair Promotion
100 Fair Oaks Ln., 5th floor
Frankfort, KY 40601.**

Upon approval, your tag order will be processed and a KY Proud Membership Certificate will be issued in addition to KY Proud Tags.

**Please make checks for your tag orders payable to:
Kentucky Proud Livestock Tag Program**



KY DEPARTMENT OF AGRICULTURE

How does KY Proud benefit me?

Whether you are a livestock producer, exhibitor, or both, the KY Proud Livestock Tag Program can be utilized to promote and recognize quality animals that are sold, bought and/or exhibited throughout the Commonwealth. KY Proud animals exhibited through state sponsored livestock shows are eligible for additional premiums.



KY Proud Champion exhibited by Bobby Paul Arnett, Mt. Sterling, KY at the KY Jr. Livestock Expo—East, Morehead, KY.

How it works!

Livestock producers that market youth livestock projects (beef, dairy, sheep, goat, swine) will need to enroll in the KY Proud Livestock Tag Program and purchase KY

Proud animal tags. These tags are a visual tool that will identify all animals in the KY Proud Program and assist with issuing KY Proud premiums to youth livestock exhibitors. Any animal not identified by a KY Proud tag at a state sponsored youth livestock show will only be eligible for Non-KY premiums. Each tag will display the KY Proud logo and will be unique to the State of Kentucky and that animal. The KY Proud tag, purchased by the producer, is \$5.00 per tag. The proceeds will cover the actual cost of the tag, fund additional premiums for future KY Proud Champions, and further market KY Proud Youth Livestock Projects.

What is the KY Proud Livestock Tag Program?

Kentucky is one of the leading states when it comes to promoting youth development in the livestock show industry, as well as the livestock industry as a whole. The KY Proud Livestock Tag Program has been estab-



Random Class from the Central KY District Goat Show

lished to help promote animals that are raised or bought from Kentucky producers for youth livestock projects. One of the main goals is to increase sales opportunities for quality Kentucky animals, and to market those animals at a premium price.