

## COMPANY PROFILE

Company Name: \_\_\_\_\_

Subsidiary of: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip+4 Code: \_\_\_\_\_

County: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Extension: \_\_\_\_\_

Alternate Telephone: (\_\_\_\_) \_\_\_\_\_ Extension: \_\_\_\_\_

Toll Free Phone Number: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Site: \_\_\_\_\_

Additional Comments: \_\_\_\_\_

\_\_\_\_\_

**Have you or are you serving in the US military?**

Yes (if yes please fill out section below)     No (please move on to the next page)

Current Military Status:  Currently Serving     Separated     Retired

Military Branch:  Army     Coast Guard     Marine     Navy     Air Force

Type of Service:  Active Duty     National Guard/Reserves Date of Separation

(if still serving leave blank): \_\_\_\_\_

**Type of Company**

Check all that apply

Food

Agribusiness

**Where Product Is Currently Sold.**  
*Check all that apply.*

**SALES AREA**

**Where You'd Like Product To Be Sold.**  
*Check all that apply.*

Local     Regional     International

Illinois Only     National

Local     Regional     International

Illinois Only     National

## MARKET SEGMENT

Where Product Is Currently Sold.

*Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> Bulk               | <input type="checkbox"/> Non-GMO             |
| <input type="checkbox"/> Certified Organic  | <input type="checkbox"/> Private Label       |
| <input type="checkbox"/> Consumer Direct    | <input type="checkbox"/> Retail              |
| <input type="checkbox"/> Convenience Foods  | <input type="checkbox"/> Specialty / Gourmet |
| <input type="checkbox"/> Distributor        | <input type="checkbox"/> U-Pick              |
| <input type="checkbox"/> Ethnic             | <input type="checkbox"/> Wholesale           |
| <input type="checkbox"/> Feed Ingredients   |  |
| <input type="checkbox"/> Food Service       |  |
| <input type="checkbox"/> Fresh              |  |
| <input type="checkbox"/> Fundraising        |  |
| <input type="checkbox"/> Gift               |  |
| <input type="checkbox"/> Halal              |  |
| <input type="checkbox"/> Hay Dealer         |  |
| <input type="checkbox"/> Internet           |  |
| <input type="checkbox"/> Health Foods       |  |
| <input type="checkbox"/> Ingredients        |  |
| <input type="checkbox"/> Kosher             |  |
| <input type="checkbox"/> Livestock Genetics |  |
| <input type="checkbox"/> Mail Order         |  |

## BUSINESS TYPE

Current Description Of Business.

*Check all that apply.*

- Agent
- Broker
- Co-packer
- Community Farmers Market
- Consultant
- Distributor
- Elevator / Storage / Warehouse
- Export Manager / Trading Company
- Farm Direct Market
- Headquartered in Illinois
- Internet
- Manufacturer
- Marketing Company
- Minority Owned
- Original Equipment Manufacturer (OEM)
- Packager
- Processor
- Producer / Owner

**Please provide a complete detailed narrative of your products, including brand and product category, if applicable. Please indicate if any of your products are NOT processed, produced or packaged in Illinois.**

*Feel free to continue on additional pages if necessary.*

*I.e Joe's brand chocolate fudge, Mrs. X's brand cinnamon, raspberry, and chunky varieties of applesauce  
(available in single-serve, 8 oz. & 16 oz. Sizes)*

# CONTACT INFORMATION

Please include all contacts you would like listed for your company. You may continue on additional pages if necessary.

<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Dr.	Name: _____ Title: _____ Address: _____ _____	<b>This contact is:</b> <input type="checkbox"/> International <input type="checkbox"/> Domestic <input type="checkbox"/> Both
City: _____ State: _____ Zip+4 Code: _____		
Telephone: (____) _____ Extension: _____		
Fax: (____) _____		
Email Address: _____		<b>IDOA Services For This Contact.</b> <input type="checkbox"/> Receive Marketing Perspectives E-Newsletter <input type="checkbox"/> Ag Company Contact <input type="checkbox"/> Food Company Contact <input type="checkbox"/> Receive Electronic Trade Leads
Additional Comments: _____ _____		

<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Dr.	Name: _____ Title: _____ Address: _____ _____	<b>This contact is:</b> <input type="checkbox"/> International <input type="checkbox"/> Domestic <input type="checkbox"/> Both
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Additional Comments: _____ _____		

<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Dr.	Name: _____ Title: _____ Address: _____ _____	<b>This contact is:</b> <input type="checkbox"/> International <input type="checkbox"/> Domestic <input type="checkbox"/> Both
City: _____ State: _____ Zip+4 Code: _____		
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Fax: (____) _____		
Email Address: _____		<b>IDOA Services For This Contact.</b> <input type="checkbox"/> Receive Marketing Perspectives E-Newsletter <input type="checkbox"/> Ag Company Contact <input type="checkbox"/> Food Company Contact <input type="checkbox"/> Receive Electronic Trade Leads
Additional Comments: _____ _____		

## Programs & Services

Select which program/service may benefit your company, and an IDOA representative will contact you with more details.

### Food Company

**Illinois Products Logo Program** - The Illinois Department of Agriculture's Illinois Product Logo Program is designed to help consumers support their own economies. The program allows consumers to easily identify and purchase Illinois food and agricultural products. Any entity that produces, processes or packages a food or agricultural product in Illinois can be authorized to participate in the logo program free of charge. The Illinois Product Logo can be used in any and all promotional activities, including packaging, merchandising materials, and advertising campaigns. The Department of Agriculture's Bureau of Marketing and Promotion supports marketing efforts through a variety of educational and promotional projects, including retail displays, food service, special events, industry trade shows, state fair exhibits and more.

**Yes** By checking yes, you agree to the terms and conditions for using an Illinois Department of Agriculture certified mark. Please see the terms and conditions listed on the last page.

**Homegrown by Heroes Logo Program** - The Illinois Department of Agriculture (IDOA) is aiding veterans or current active duty service members who are interested in a second career in our state's number one industry, agriculture. The Homegrown by Heroes program allows Illinois farmers, ranchers, fishermen and producers who have served or are still serving in any branch of the U.S. military to use a special logo on the agricultural products they sell to the public. This special designation sets these farmers apart in the market, allowing these heroes' products to be visible to consumers while giving them the chance to tell their story. Businesses or operations that are certified by the label must maintain 50% or greater veteran ownership. Products certified under the label must contain 50% or more veteran produced ingredients (non-water).

**Yes** By checking yes, you agree to the terms and conditions for using an Illinois Department of Agriculture certified mark. Please see the terms and conditions listed on the last page.

Attach Department of Defense Form 214 (DD214) or equivalent to application.

**Trade Leads**- The Illinois Department of Agriculture, Bureau of Marketing and Promotion, gathers and processes trade leads for Illinois food companies. Leads are distributed to Illinois companies through the agency's database, which is continually updated and revised.

**Trade Shows**- The Illinois Department of Agriculture assists Illinois food companies' participation in domestic and international trade shows, by covering approximately 50% of the cost of trade show booths. For our full calendar of trade shows, visit our website or click here.

**Export Assistance**- The Illinois Department of Agriculture offers Illinois food companies assistance with challenging issues related to international trade and partners with Food Export-Midwest to help companies access not only federal marketing dollars, but over 60+ programs annually to help food companies find international buyers. If interested in exporting food products, check the box for more information.

### Agribusiness

**Trade Shows**- The Illinois Department of Agriculture assists Illinois agribusiness companies' participation in domestic and international trade shows, by covering about 50% of the cost of trade show booths. For our full calendar of trade shows, visit our website or click here.

**Farm Sign Program**- The Illinois Department of Agriculture is honored to recognize generations of farmers and agribusiness owners who've owned consecutively their farms or businesses for 100, 150 and 200 years. For more information on the Centennial, Sesquicentennial and Bicentennial Farm and Agribusiness programs, check the box for more information.

**Specialty Crop Grants**- The Illinois Department of Agriculture has been allocated funds from the U.S. Department of Agriculture through the Specialty Crop Block Grant Program. These funds will support projects that are intended to expand the availability of fresh, locally-grown produce and strengthen the competitiveness of the state's specialty crop industry.

**Industry Tours**- The Illinois Department of Agriculture's international staff recruit qualified foreign buyers to participate in tours of key ag industry segments within our state. These tours are designed to teach potential trade partners about these Illinois industries and to reinforce the advantages of buying high-quality Illinois agricultural products. After making contacts and becoming interested in business opportunities here, we hope participants will establish long-term business relationships in Illinois.

**Trade Leads**- The Illinois Department of Agriculture, Bureau of Marketing and Promotion, gathers and processes trade leads for Illinois agribusiness companies. Leads are distributed to Illinois companies through the agency's database, which is continually updated and revised.

**Export Assistance**- The Illinois Department of Agriculture offers agribusiness companies assistance with challenging issues related to international trade and partners with United States Livestock and Genetics Export (USLGE) to help international producers find quality Illinois livestock genetics. If interested in exporting agricultural products, check the box for more information.

# Terms and Conditions for Use of the “Illinois Product(s)” and “Homegrown By Heroes, Illinois Product” Certification Marks.

Applicant hereby certifies that the “Illinois Product(s)” or “Homegrown By Heroes, Illinois Product” certification mark will be applied only in the fashion described above and that the products or commodities on which the logo will be used are produced, processed, or packaged in Illinois.

Certifications under Homegrown by Heroes are renewable annually pending a review of any changes to business ownership, product makeup and/or food safety requirements.

Applicant agrees not to deviate from the graphic standards of the logomark identified on the attached sheet. Special consent may be granted by the State of Illinois, Department of Agriculture for use of alternate colors upon request of applicant. The logo will be available in plural form (products) upon request.

Applicant will indemnify and hold harmless the State of Illinois, Department of Agriculture and its staff to identify and promote its products in marketing and promotional activities that may be undertaken by the Illinois Department of Agriculture.

“Homegrown By Heroes, Illinois Product” applicant agrees to submit proof of military service (DD214 preferred) with this application to be verified by the Farmer Veteran Coalition or any other approved third party verifier.

The right to use the certification mark(s) herein granted is personal to applicant and may not be assigned or transferred to any other individual or entity without prior written consent of the State of Illinois, Department of Agriculture. The terms of this Agreement commence upon receipt of approval and shall continue until terminated upon written notice from the State of Illinois, Department of Agriculture. Termination of the Agreement shall not affect any rights or remedies of the State of Illinois, Department of Agriculture for any breach of the agreement by applicant.

I certify that the products listed on the attached sheet have been produced, processed, or packaged in Illinois. I also certify that the “Illinois Product(s)” or “Homegrown By Heroes Illinois Product” certified mark will not be used in a way that will be detrimental or derogatory to any individual, products, business entity, or agency of government.

I certify, that to the best of my knowledge, the above information is true and accurate. This form is seeking information and is strictly voluntary.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Please return this profile to:**  
Illinois Department of Agriculture  
Bureau of Marketing and Promotion  
P. O. Box 19281  
Springfield, IL 62794-9281  
Phone: 217/782-6675 Fax: 217/524-5960  
Email: [agr.illinoisproduct@illinois.gov](mailto:agr.illinoisproduct@illinois.gov)