FAQ FOR FARMERS

How do I become a Piedmont Grown farmer?
How frequently will my farm need to be re-certified?
What happens if my farm is not compliant with certification and logo-use standards?
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What will it cost my business to participate in the Piedmont Grown program?
What are the standards for use of the Piedmont Grown label?
How can I use the Piedmont Grown label to promote my farm?

How do I become a Piedmont Grown farmer or farm-based business?
The Piedmont Grown logo certifies farms that grow or raise food and agricultural products in a Piedmont county. To become a certified farm and market products with the Piedmont Grown label, farmer or farm-based businesses must confirm the location of their farm in a Piedmont County and certify that they will only market products as Piedmont Grown that are grown, raised, or made on the certified farm.

How frequently will my farm need to be re-certified?
All farm certifications expire annually on the last day of February. To renew, farmer or farm-based businesses need update their enrollment via the online based certification process.

What happens if my farm is not compliant with certification and logo-use standards?
Failure to comply with the terms and conditions of the Piedmont Grown farmer or farm-based business Certification and License Agreement will result in immediate termination from the program and of the right to use the Piedmont Grown logo and related promotional materials.

How is certification verified?
Use of the Piedmont Grown logo by retail partners and certified farmer or farm-based businesses is governed by a set of logo-use standards and a binding License Agreement.

What will it cost my business to participate in the Piedmont Grown program?
Participation in the program for a farm is $25 each year.

What are the standards for use of the Piedmont Grown label?
The standards for use of the Piedmont Grown label are outlined in your agreement. Only certified farms can use the Piedmont Grown label, and the label can only be used to promote food and farm products grown on certified farms.

How can I use the Piedmont Grown label to promote my farm?
The Piedmont Grown label is available in different sticker sizes, designed for direct sales and to affix to cases of produce sold wholesale. This program will also create and provide a cost-share for various types of signage for farm use and retail environments, and customized materials that include the Piedmont Grown logo. Additional promotional and marketing materials are also available.