



PRESS RELEASE

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Contact: Annetta Shirk
419-673-4131
ashirk@hccba.com

New Farm-to-Table Logo Unveiled at Membership Appreciation Day Luncheon

Marketing Initiative Promotes locally grown food to local consumers and encouraging an "Eat Fresh, Eat Local Hardin County" campaign.

Kenton, OH – Today, the Hardin County Chamber & Business Alliance held a press conference to unveil a new Farm-to-Table logo and marketing campaign to promote new agribusiness opportunities in Hardin County, as local farmers and growers are producing locally grown food for consumers. "Eat Fresh, Eat Local Hardin County" is the motto of the marketing campaign.

This announcement was tied together with the Alliance Membership Appreciation Day Luncheon, where members were treated to a BBQ lunch prepared by Chef David Wagner of the Plaza Inn Family Restaurant. The luncheon was a farm-to-table event in itself, as Hardin County's newest agribusiness, Harvest Pride Tortilla & Chips, provided samples of their new chips as part of the menu. Alliance Members also had the chance to purchase bags of chips as a special preview sale.

"We are excited to develop a marketing initiative to spotlight the agribusiness efforts and opportunities of our local farmers and growers who are growing fresh produce for consumers, said Jon Cross, President & CEO of the Hardin County Chamber & Business Alliance. "Harvest Pride Tortilla & Chips is one of the recent examples of locally grown corn harvested and produced in Ada, Ohio and it's the best tasting chips in the market."

"A key element to farm-to-table is being able to get the locally grown produce into our local restaurants, schools, grocery stores, etc., said Mark Badertscher, with Hardin County's OSU Extension. "It's great to have the Hardin County Chamber & Business Alliance work with our agricultural industry in building some collaboration between our farmers and growers and the potential buyers of these products."

Wesley Goldsmith, a local Hardin County resident and Ohio Northern University graduate, designed the new farm-to-table logo. Wesley has also designed many new logos for the Alliance, including the new county motto, Hardin County Ambassadors, Buy Local First Hardin County and the Kenton Historic Courthouse District logos. The farm-to-table logo will also be featured at the upcoming Hardin County Fair.

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More About the HCCBA: The Hardin County Chamber & Business Alliance, and its four divisions (Chamber, Economic Development, Community Development and Tourism) is one of the largest member-driven organizations in the county. Its mission is to serve the community to promote, cultivate and advocate for a prosperous business, educational and agricultural climate, strengthen the local economy and improve the quality of life, making Hardin County a great place to live, work and prosper. For more information, please visit www.hccba.com.