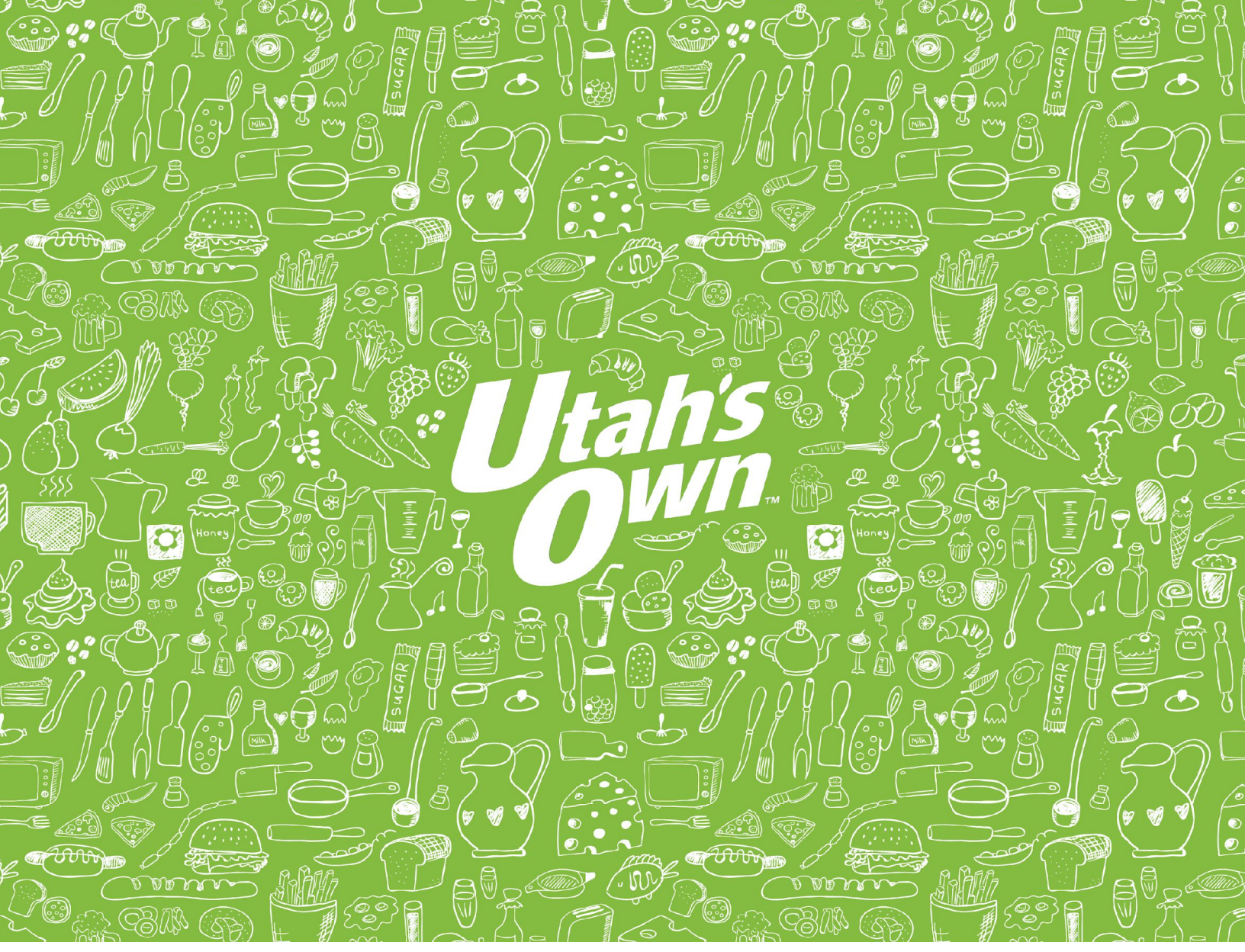

Utah's Own™
SUGAR
Honey
tea
Milk

# JOIN UTAH'S OWN

If you're a local producer in Utah —why not shout it from the rooftops? Utah's Own™ is a state-funded program within the Utah Department of Agriculture & Food designed to help Utah consumers find and purchase more local agriculture and food products.

By helping consumers buy more local products, we help strengthen our state economy and businesses like yours. It isn't only about the money—we believe our local producers have exceptional products and stories you can't get anywhere else.

Demand for local agriculture and food products is rapidly growing and Utah's Own™ creates targeted marketing campaigns designed to help consumers find local products and support local food and agriculture businesses. Our targeted advertisements feature local companies, share their stories, and promote their unique products across multiple platforms.

When you become a member of Utah's Own, you will receive a custom company profile page on our website visited by thousands every week, social media promotion to our rapidly growing base of over 38,000 followers, product photography sessions with our in-house photographer, and access to a network of hundreds of local companies to share ideas and questions with.

Join the local movement and let us help you share your brand, products, and story with the masses.

**UTAHSOWN.ORG**

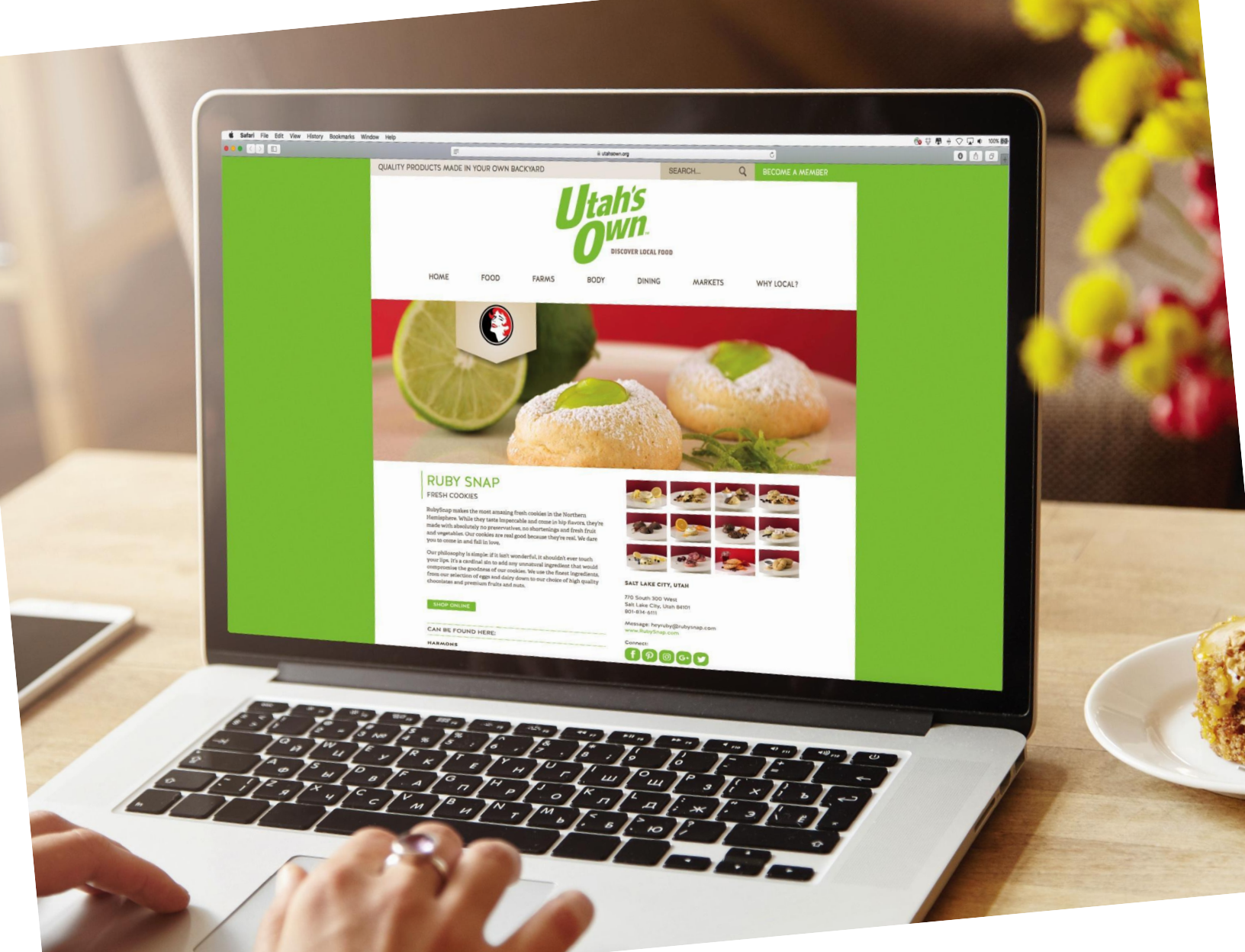
# $75 FIRST YEAR

annual membership plus $15 setup fee

# $60 SECOND YEAR+

## COST OF MEMBERSHIP

Every dollar from membership fees is funneled back into supporting our members through grant and marketing programs. Cost to new Utah's Own members is $25 for the first year and $50 annually thereafter.


QUALITY PRODUCTS MADE IN YOUR OWN BACKYARD
SEARCH...
BECOME A MEMBER
Utah's Own
DISCOVER LOCAL FOOD
HOME
FOOD
FARMS
BODY
DINING
MARKETS
WHY LOCAL?
RUBY SNAP
FRESH COOKIES
RubySnap makes the most amazing fresh cookies in the Northern Hemisphere. While they taste impeccable and come in hip flavors, they're made with absolutely no preservatives, no shortenings and fresh fruit and vegetables. Our cookies are real good because they're real. We dare you to come in and fall in love.
Our philosophy is simple: if it isn't wonderful, it shouldn't ever touch your lips. It's a cardinal sin to add any unnatural ingredient that would compromise the goodness of our cookies. We use the finest ingredients, from our selection of eggs and dairy down to our choice of high quality chocolates and premium fruits and nuts.
SHOP ONLINE
CAN BE FOUND HERE:
HARMONS
SALT LAKE CITY, UTAH
770 South 300 West
Salt Lake City, Utah 84101
801-834-6111
Message: heyruby@rubysnap.com
www.RubySnap.com
Connect:

## SHARE YOUR STORY

Your customized company profile page will feature a section focused on your unique story. Sharing your story will help you make your company more relatable to consumers within our community and put a face to your brand—something a logo or label can't do.

## LINK YOUR STORE

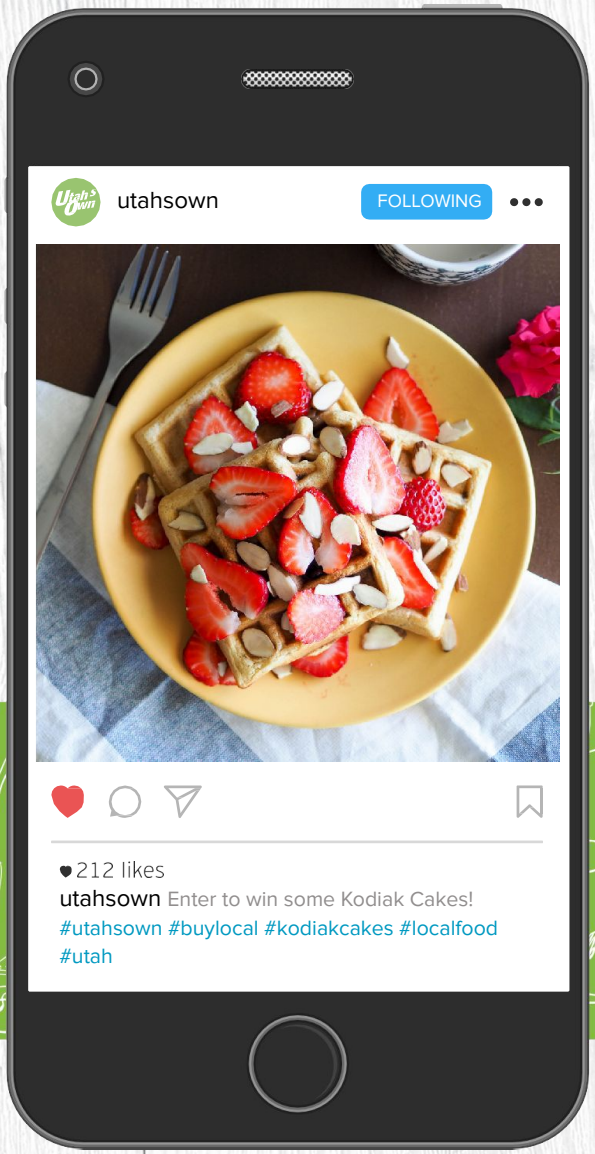
Below your company description, we can link your online store or website to a "Shop Online" button to send consumers directly from your profile page on our website to the point of purchase on your website.

## SHOW YOUR PRODUCTS

Member profile pages include an image gallery where you can showcase your own photos of your products or those shot by our in-house photographer! Consumers can click a thumbnail image in the gallery to expand it and scroll through to see more, just as they would on an e-commerce site.

SHOP ONLINE

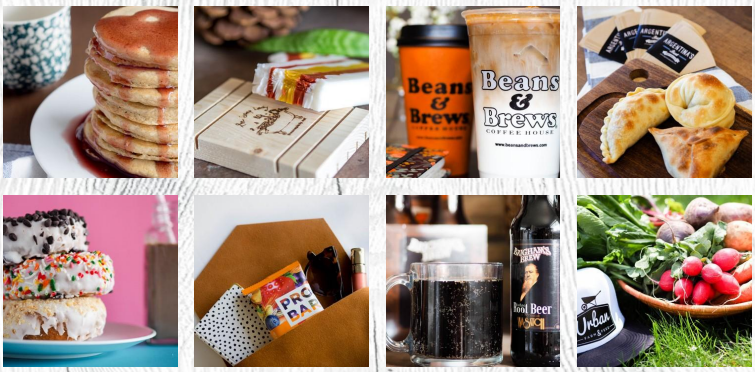
# WEBSITE PROFILE PAGE




## REACH OUR 38,000+ FOLLOWERS INSTANTLY

Our social media content is focused on promoting our member companies and their incredible products. Members are invited to send us product to photograph and share on our social media platforms. Our posts feature company products and direct consumers to member websites and social media accounts.

## ACTUAL PHOTOS TAKEN BY UTAH'S OWN:




# SOCIAL MEDIA PROMOTION

ZOLLINGER TREE FARM - LOGAN, UTAH

Utah's Own
Distributed by:
Norbest, LLC / PO Box 890 / Moroni, UT 84646
800-453-5327 / www.norbest.com
18.00

Utah's Own
CONTENTS ONE GALLON
Zollinger's
APPLE CIDER
100% JUICE
Nutrition Facts
PERISHABLE
KEEP REFRIGERATED
439-752-7810
LOGAN, UT
UV Light Processed
No Additives

Utah's Own
Utah's Own

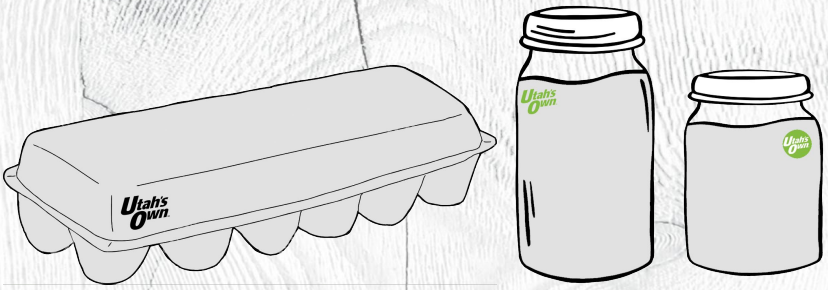
Chad's Bear Lake
Gourmet Raspberry Syrup
Chad's Bear Lake
Raspberry Syrup
Warm n' Sweet
Gluten Free

# INSTANT RECOGNITION

Utah's Own members have full access to use our trademarked logo for product labels, packaging, and marketing materials.

Only half of in-state consumers we recently surveyed believe local products are easily identifiable. Using our logo on your packaging instantly notifies consumers that your company is owned and operated and offers products manufactured in the state of Utah

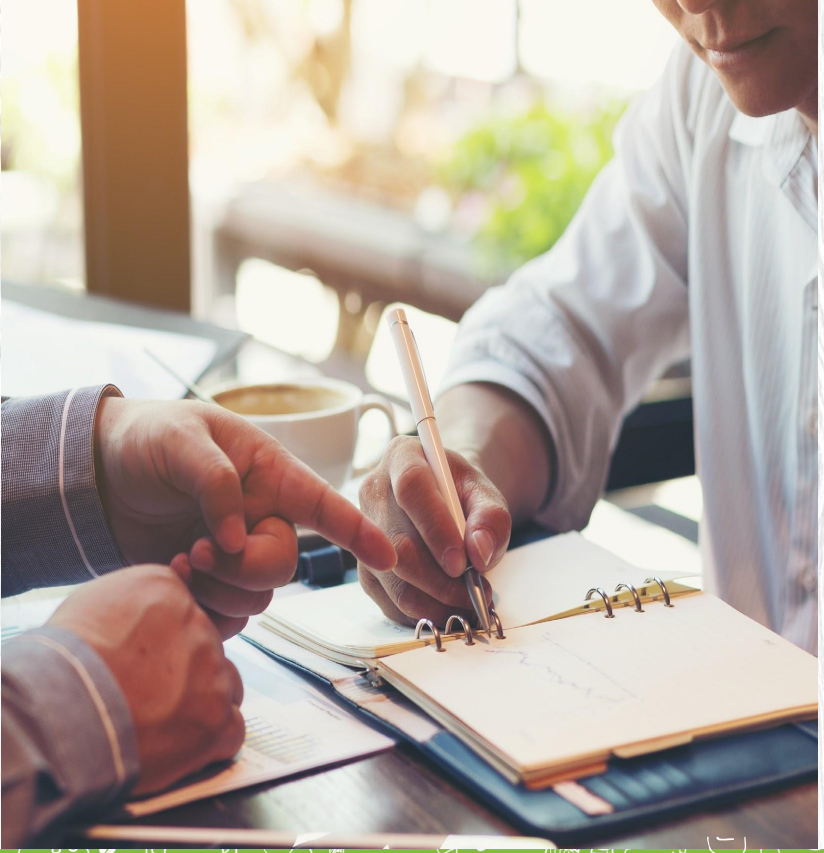
Our logo comes in multiple colors and formatting options to provide the best contrast for your unique packaging design.




Utah's Own™

# LOGO & BRAND ACCESS

**NORBEST TURKEY** - MORONI, UTAH



# BUSINESS RESOURCES

## SOCIAL MEDIA AND WEBSITE

Our social media and website specialist Jared Weight, has managed brands in the public and private sectors. He understands how to build a brand across multiple platforms—social media, print, graphic design, etc

## IN-HOUSE PHOTOGRAPHY

Lori Hicks, our in-house photographer, offers twice yearly one-on-one photo shoots for your products. Your photos will appear on your member profile page and you'll have access to use them on your own marketing channels.

## INTERNATIONAL TRADE

Calli Nielsen, our International Trade specialist, can direct you to WUSATA and other resources to help your business learn about international trade opportunities.

## MEMBERS-EXCLUSIVE NETWORKING

You'll also have access to our large network of member companies via a member's only Facebook group to ask business-related questions or seek advice on a variety of topics.

BUSINESS RESOURCES

**QUEEN FARINA HONEY - WELLSVILLE, UTAH**

# WE KNOW YOUR CONSUMER

**98%**

OF SHOPPERS BELIEVE BUYING LOCAL FOOD IS IMPORTANT.

**50%**

OF SHOPPERS BELIEVE LOCAL PRODUCTS ARE NOT EASILY IDENTIFIABLE AS BEING PRODUCED IN UTAH.

**43%**

OF SHOPPERS INCREASED EFFORTS TO PURCHASE LOCAL PRODUCTS IN PREVIOUS YEAR

**5x**

AVERAGE SHOPPER WENT TO A GROCERY STORE 5X PER MONTH LAST YEAR.

# INDUSTRY & CONSUMER RESEARCH SURVEYS

*DATA BASED OFF STATEWIDE CONSUMER SURVEY CONDUCTED IN SPRING 2017.

**HEBER VALLEY ARTISAN CHEESE** - MIDWAY, UTAH

## VISIT OUR WEBSITE - UTAHSOWN.ORG

Ready to sign up? It's easy! Visit our website and select "Membership" under the Discover Utah's Own tab. After you submit the basic information on our quick application form, a member of our team will reach out to you to confirm your eligibility. Once you have have paid the membership fee our team will get started creating your company profile for our website.

## MEMBER TESTIMONIALS

*"The Utah's Own program and people have been extremely helpful to us in getting exposure to our products—helping our business grow and keep money into the Utah economy."*

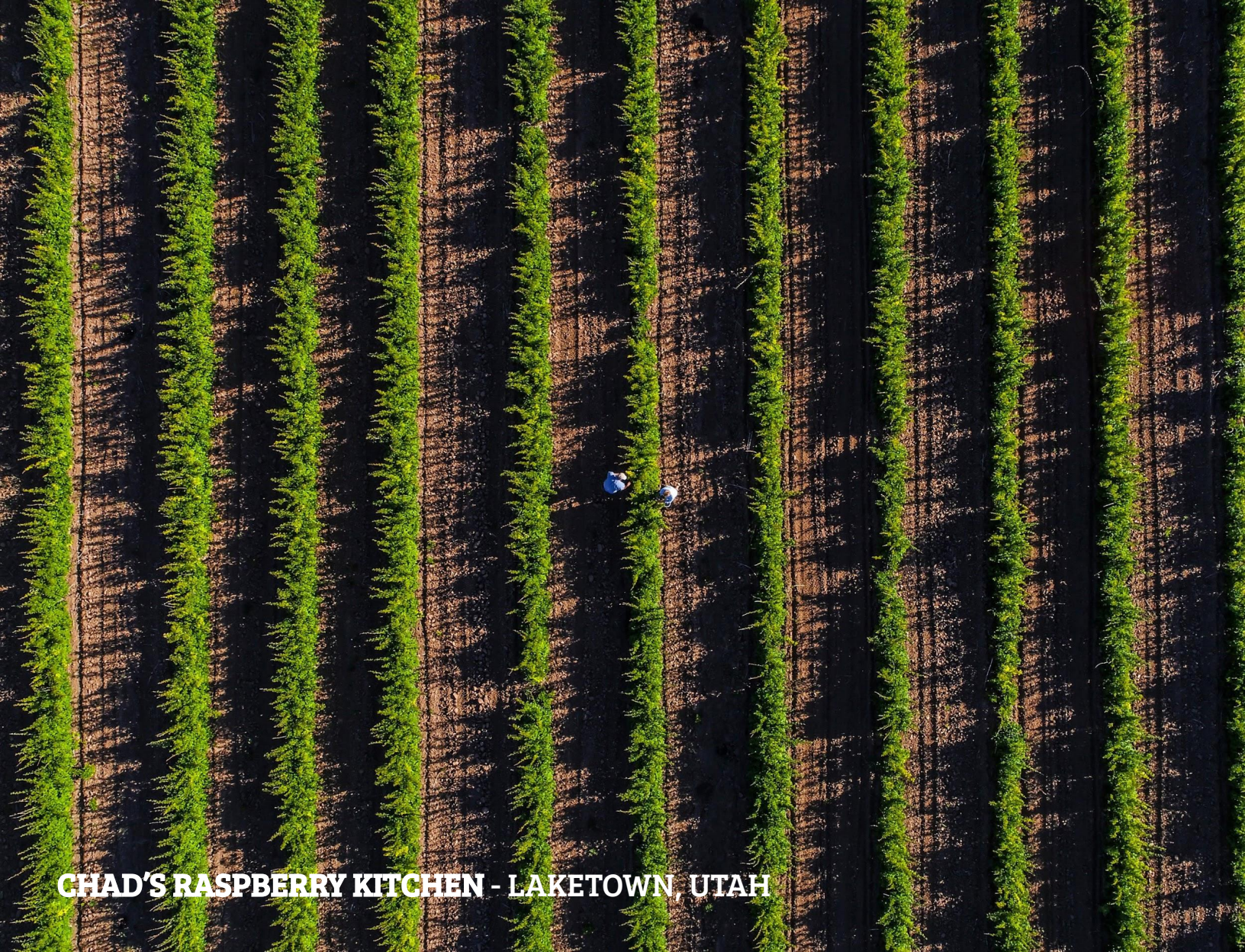
Gil Bowles
Gluten Free Heaven

"Utah's Own is a tremendous asset to my small business. They have helped me gain new clients, given me first hand knowledgeable advice, and have provided a place where I feel welcomed and appreciated."

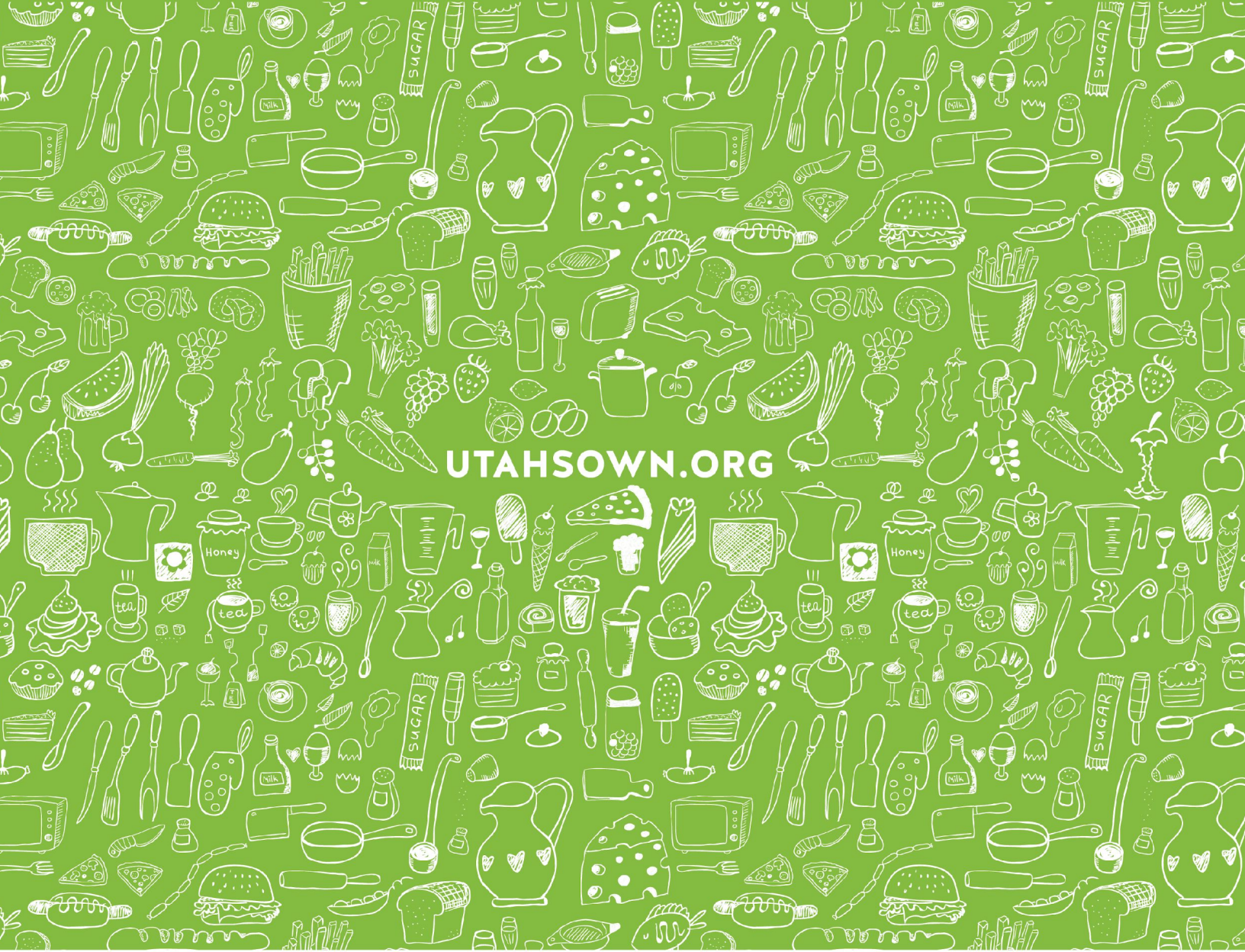
Heather Peeters
Solstice Spices

# SIGN UP TODAY

UTAHSOWN.ORG



**CHAD'S RASPBERRY KITCHEN** - LAKETOWN, UTAH


UTAHSOWN.ORG