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Governor

ARKANSAS DEPARTMENT OF AGRICULTURE

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Wes Ward
Secretary of Agriculture

Media Advisory

WHAT: Farmer Veterans Coalition and Arkansas Department of Agriculture partner to host a Veterans Day Celebration.

WHEN: Wednesday, November 11, 2020, 11:00 a.m. to 2:00 p.m.

WHERE: Windy Hill Farm, 682 Morris School Road, Searcy, AR (Ample parking at facility)

DETAILS: The Farmer Veterans Coalition, Arkansas Department of Agriculture, and other veteran and agriculture industry partners will gather to celebrate the first official meeting of the new Arkansas Chapter of the Farmer Veteran Coalition. Farm Credit Associations of Arkansas will recognize Homegrown By Heroes Scholarships recipients and member signs will be presented to new Homegrown By Heroes members.

Farmer Veteran Coalition (FVC) is a non-profit organization that helps veterans pursue careers in agriculture. The coalition serves a network of over 20,000 veteran members nationwide. FVC works with the agricultural community, partners, and sponsors to support those who served our country once by defending it, and now serve a second time as farmers feeding it. Farmer Veteran Coalition is rooted in its strong belief that veterans possess the unique skills and character needed to strengthen rural communities and create sustainable food systems. The organization recognizes that agriculture additionally offers veterans purpose, opportunity, and physical and psychological benefits. The Arkansas Chapter of the Farmer Veteran Coalition was established in May 2020 with 410 current members.

The Homegrown By Heroes (HBH) label is the official farmer veteran branding program of America. In 2015, the Arkansas Department of Agriculture (Department) adopted the national Homegrown By Heroes branding program that enables farmer veterans to market their local agricultural products by labeling them as veteran-produced. The label serves to inform consumers that agricultural products with the logo were produced by U.S. military veterans. Additionally, farms and agricultural businesses displaying the logo denotes a Homegrown By Heroes-certified operation.

Attendees include: Farmer Veteran Coalition, Arkansas Chapter Officers and Members, and veteran and agriculture industry partners.

MEDIA CONTACT:

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