



Commonwealth of Kentucky
Governor's Office of Agricultural Policy



For Immediate Release

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**Applications Currently being Accepted for Kentucky Proud Products to be
Featured at the Kentucky Experience's Product Pavilion**

FRANKFORT, Ky. (March 1, 2010) – Applications are currently available for Kentucky Proud products to be considered for resale at the Kentucky Artisan Center at Berea. This is the first step for having products considered for resale at the Kentucky Experience's Kentucky Proud Product Pavilion during the 2010 Alltech FEI World Equestrian Games. The pavilion will be located on the Kentucky Horse Park grounds in Lexington during the world's most prestigious equestrian competition Sept. 25-Oct. 10, 2010.

The next deadline is **March 31, 2010** for review in April and the last deadline is set for June 30, 2010 with a review in July. The first round of products certified "Kentucky Proud" by the Kentucky Department of Agriculture and other artisan products were reviewed at the beginning of January.

The Governor's Office of Agricultural Policy, the Kentucky Artisan Center at Berea and the Kentucky Department of Agriculture are partnering with the Tourism, Arts and Heritage Cabinet to give Kentucky Proud members the opportunity for their products to be sold in the pavilion.

To submit Kentucky Proud product(s) for review, please complete the appropriate application, which can be found at <http://agweg.ky.gov>, and return it with a biography or company history and sample food products or product images for non-food products to: ATTN: Artisan Product Review, Kentucky Artisan Center at Berea, 975 Walnut Meadow Road, Berea, Ky. 40403.

If you have questions concerning the application process, contact Victoria Faoro with the Center at (859) 985-5448, ext 222 or victoria.faoro@ky.gov. If you are not a Kentucky Proud member and would like to become one, please visit www.kentuckyproud.com for an application.

The Kentucky Experience will be providing an opportunity for more than 400,000 guests to experience all the sights, sounds and tastes of Kentucky without having to leave the Horse Park. This includes an interactive facility where you can learn everything about our state, from our agricultural heritage to the many tourism destinations Kentucky has to offer. For more information on the Kentucky Experience, visit www.TheKentuckyExperience.com or contact Cheryl Hatcher at (502) 564-4930 or Cheryl.hatcher@ky.gov.

COUNTDOWN TO THE 2010 ALLTECH FEI WORLD EQUESTRIAN GAMES- 207 DAYS