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## HEART OF WASHINGTON CAMPAIGN KICKS OFF WITH GOV. CHRIS GREGOIRE AND SUPPORT FROM 450 GROCERY STORES

### Statewide Television Spot, Public Radio Underwriting and Grocer Participation Bolsters “Buy Washington” Consumer Message

Olympia, WASH—May 30, 2006—Starting today, Governor Chris Gregoire will be seen rallying for Washington agriculture in a very visible way. From the Heart of Washington (HOW), a Washington Department of Agriculture marketing program advocating Washington crops and food products, launches a multi-tier public education campaign today called “Did you know?” The campaign includes television, public radio, a Web site redesign and unprecedented retail support.

HOW recently wrapped television production on a 30-second spot featuring Governor Gregoire, which will be broadcast statewide starting today. In the spot she is shown grocery shopping, explaining the variety, freshness and value of buying Washington-grown and -made products. Governor Gregoire also calls consumers to action, asking them to seek out Washington products when they shop.

HOW has purchased public radio underwriting on KPLU and the N3 NPR statewide network, which airs concurrently with television.

Leveraging the campaign at grocery, HOW has secured an unprecedented commitment from Washington retailers representing 450 store locations. Each store has committed to posting signage and shelf talkers, fronting Washington products such as packaged goods, frozen food, dairy, meats, seafood, wine and produce. The point-of-purchase materials feature the HOW logo and the tag line “Our farms to your table.”

“The kind of buy-in HOW is getting from the grocers statewide is remarkable,” said Clif Finch, vice president of governmental affairs for the Washington Food Industry. “To have a highly competitive marketplace – the supermarket industry – come together in support of Washington products is a great victory and one that should be lauded.”

Serving as an informational hub, the HOW Web site, [heartofwashington.com](http://heartofwashington.com), has been updated with user-friendly navigation and seasonal content for consumers.

From the Heart of Washington serves as an umbrella agency for all statewide agricultural commissions, farm interests and food producers. Its purpose is to increase consumer demand for Washington's food and agricultural products and demonstrate the economic value of agriculture to the state. The organization is administered by the Washington State Department of Agriculture and includes an advisory board of representatives from the agriculture and food industries. Learn more about From the Heart of Washington at [heartofwashington.com](http://heartofwashington.com).

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