



State of Alaska
Department of Natural Resources



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New marketing effort highlights restaurants using Alaska Grown

(Palmer, AK) – The Division of Agriculture is launching the Restaurant Recognition Program this summer to promote the use of Alaska Grown produce in restaurants throughout Alaska.

Restaurants must purchase Alaska Grown specialty crops from farmers or distributors to join the program, which will provide unique branding, a new mobile application, and other marketing efforts at no cost to the restaurants. More than 30 restaurants have already joined the program, which launches on May 31st.

“We value the restaurants that are supporting Alaska’s farming community and providing guests with the freshest local ingredients they can find,” said Division of Agriculture Director Arthur Keyes.

A free mobile app and a specialty logo have been developed for this program to highlight participating restaurants. The logo encircles the Alaska Grown logo with a tractor and a fork with the slogan “Our Dishes Are Made with Alaska Grown Produce.” The mobile app is available for iOS and Android devices – just look for the “Alaska Grown App” in your app store. The app includes a directory of Alaska restaurants using Alaska Grown ingredients. App users can also upload and share their Alaska “foodie” photos directly in the app.

Restaurants may apply to join the Restaurant Recognition program until June 30, 2018. Branded promotions will run through the end of September. Please look for restaurants in your area that are participating in the program and show them your support of Alaska’s farmers by dining with them. Watch for Restaurant Recognition promotions on the Alaska Grown Facebook page and at <http://buyalaskagrown.com/>.

Media outlets interested in depicting the Restaurant Recognition logo may contact the Division of Agriculture for permission.

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