



PRESS RELEASE

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Purely Piedmont Regional Food Brand Unveiled

The Rappahannock-Rapidan Regional Commission is pleased to unveil a new brand name and logo to promote the region's locally-grown food and beverages. The "Purely Piedmont" brand will be used in a regional marketing campaign being funded by the United States Department of Agriculture.

This winter, the Commission launched a local foods branding study for the region with funding from the Path Foundation. Following stakeholder interviews, a consumer survey and public input sessions, the Region's Food Policy Council unanimously voted to approve the "Purely Piedmont" brand name.

Feedback indicated that consumers strongly value knowing where their food comes from, with 75% of survey respondents stating it would make them much more likely to buy local food. The chosen name is intended to provide that knowledge and evoke the fresh and wholesome qualities survey respondents associated with the region's locally-grown food.

When asked what you like best about food grown in the region, one Culpeper County resident responded, "I like that lots of the food we get from small local farmers is often more delicious than grocery store food. I like supporting local small businesses and our regional economy, and I like the sustainability of eating what our local land can provide."

The marketing campaign is intended to encourage more local and state residents to try our farmer's products and expand upon the wealth of positive feedback the Commission received during the branding study.

Initially, the brand will cover foods produced within the Commission's jurisdictions—Culpeper, Fauquier, Madison, Orange and Rappahannock Counties—with the opportunity for other counties in the Northern Piedmont of Virginia to participate in the future. The potential also exists for development of a regional label program similar to the state's Virginia Grown program.

This effort is part of the Commission's on-going implementation of its 2015 Regional Farm and Food Plan. Additional information on the regional marketing campaign can be found at www.rrregion.org/foodsystem.html or by contacting Michelle Edwards at 540-829-7450.