



*Montana is legendary for its natural beauty, spectacular landscapes and expansive, open skies.*

*The splendor of the state is reflected in the products made and grown here and we want to make sure the world knows it.*

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Since 1984, the Made in Montana program has been working with Montanans to build recognition for products that are "genuine" Montana. The program is part of the Montana Office of Tourism and Business Development at the Montana Department of Commerce and includes Grown in Montana and Native American Made in Montana logos. Membership is free and offers many no and low-cost marketing opportunities.

Over 3,400 producers and 250 retail locations and restaurants participate in this important value-added program. Members range from food and beverage producers to vehicle and machinery parts fabricators; software and online management companies to log home builders; fine artists to home craft makers; canvas tent builders to emergency rescue blanket manufacturers; and so many more.

## What It Means to Be Made in Montana

*The logo is a BADGE OF HONOR for artisans, growers, and craftspeople working for something bigger than the bottom line.*



- Our members are **A CUT ABOVE**

*In Montana, we hold each other to a higher standard—we are tougher, friendlier, and more likely to come through in a pinch. The things we make and grow here should live up to the same ideals. If it's produced in Montana, it's produced with pride.*

- Our products are **MONTANA THROUGH AND THROUGH**

*Montana is known for its spectacular, unspoiled nature, our charming towns, hospitality, and breathtaking experiences. The people and products that wear this badge reflect that reputation, sharing the Last Best Place with the world.*

- Our members are **HERE BY CHOICE**

*The choice to build a business here tells you a lot about the people and companies that have done it. We are not just producing and harvesting - we are choosing a better way of doing things*

## The Importance of Local Products

- Visitors spent over \$3 billion in Montana in 2016. They reported that \$70.3 million of that was specifically on products promoted as Made in Montana; the #10 spending category.
- 16% of travelers purchased locally made products or services and spent nearly \$184 more during their visit than the travelers who did not spend on those products.



Source: ITRR, The Importance of Traveler Spending of Locally Produced Goods & Services, 2016

## Reasons to Join

Joining Made in Montana is free, easy and can be rewarding for your business. Members receive the following benefits:

- **Free online listing** on the Made in Montana website including photos, product description, and a hyperlink to your own website
- **Use the logo/s** on products, signs, and marketing materials (purchase stickers or use the electronic logo for free)
- **Access exhibiting opportunities**, including the annual Made in Montana Tradeshaw for Food and Gifts and the annual Food Show targeted for wholesale accounts, restaurants, grocery stores, distributors, and food service.
- **Get information**, including technical assistance; find out about grant opportunities
- **Join the member community**, share experiences, and learn from each other
- **Integration** of Made in Montana promotion with tourism marketing and business development through the Montana Department of Commerce and Department of Agriculture as well as other partners



## About Membership and Eligibility

**Producers/manufacturers, retailers, and restaurants** are all eligible for membership in the program when they are producing and/or selling items that have been made, grown, created within the state of Montana and the value is now 50% or more of the individual parts used in the production process. (Service providers are not normally eligible for membership).

- Use of the **Native American Made in Montana** logo requires enrollment in a Montana tribe and residency in the state
- Use of **Grown in Montana** logo requires products are grown, come from, or are derived from crops or animals in the state

## Join Now

Apply online or download an application form at [www.MadeInMontanaUSA.com/Join.aspx](http://www.MadeInMontanaUSA.com/Join.aspx).

## Contact Us

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[www.MadeInMontanaUSA.com](http://www.MadeInMontanaUSA.com)



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