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Joint Venture Program

Sec. 22-38a-1. Joint venture program

(a) The purpose of the Joint Venture Program is to promote Connecticut Agricultural products through the use of the Connecticut Grown logo.

(b) Approved requests shall be matched in a proportion of not less than one dollar of applicant's funds to three dollars of state funds. The amount granted and the amount to be matched by the applicant shall be approved by the commissioner and specified in the grant agreement pursuant to Section 22-38a-3 (f) of the regulations of Connecticut State agencies.

(Effective January 3, 1989)

Sec. 22-38a-2. Eligibility for joint venture funds

Requests must include the following:

(a) an estimated budget.

(b) description of the proposed marketing program with information as to how the program will make use of the slogan "Connecticut Grown" or the "Connecticut Grown" logo to increase consumer demand. The logo, a registered trademark with the Secretary of the State of Connecticut, Number 6653, consists of a variation in outline of the State of Connecticut with barn, silo, tree and field within.

(c) evidence of the availability of matching funds pursuant to Section 22-38a-1 (b) of the Connecticut State Regulations.

(Effective January 3, 1989)

Sec. 22-38a-3. Use of joint venture funds

(a) Joint Venture funds shall be used to promote generic Connecticut Grown products.

(b) Joint Venture funds shall not be used to promote one business or farm, or any branded agricultural products, if the promotion may take market share away from other Connecticut vendors of the same commodity.

(c) In visual or printed promotion schemes, the "Connecticut Grown" logo must be used. In oral promotions (such as radio ads), the phrase "Connecticut Grown" must be used.

(d) Joint Venture funds shall not be used for costs such as hotels, meals, travel costs or honoraria.

(e) Joint Venture funds shall only be used for programs which are directly related to marketing or promoting Connecticut Grown products. Such uses do not include career-related or scholarship funds.

(f) Grantees shall execute a grant agreement in a form acceptable to the commissioner prior to receipt of any grant funds.

(Effective January 3, 1989)