



Washington  
State Department of  
Agriculture

**FOOD AND AGRICULTURAL PRODUCTS INTENDED FOR INCLUSION IN THE PROMOTIONAL PROGRAM INCLUDE:**



**GROWN**

E.G., fresh produce, horticultural crops and grains



**RAISED**

E.G., beef, poultry, and aquaculture products



**CAUGHT**

E.G., fish and seafood harvested in Washington waters



**MADE**

E.G., processed products containing Washington ingredients

# ESTABLISHING A LABELING & PROMOTION PROGRAM FOR WASHINGTON FOOD AND AGRICULTURAL PRODUCTS

In 2023, the Washington State Legislature passed Engrossed Senate Bill (ESB) 5341, which directs the Washington State Department of Agriculture (WSDA) to take the first steps in creating a statewide promotional program for agricultural products. Food and agricultural products grown, raised, caught, and made in Washington are known for their quality, safety, and value. With a state labeling program, there will be a consistent way for consumers to identify and select a Washington product.

**The new program will be a voluntary, location-based promotional program to market Washington’s food and agricultural products. This will benefit producers, consumers, and Washington’s agricultural economy.**

Producers	Consumers	Ag Economy
Easily market their products locally, regionally, nationally, and internationally.	Will be able to identify and choose Washington-grown products easily and consistently, across local and international markets.	Increases visibility and demand of Washington’s food and agricultural products at every level of the market.
Increases marketplace visibility of products grown, raised, caught, and made by their operation.	Feel confident about where their food comes from.	Increases the competitiveness of Washington agriculture.
Open to all operation sizes and sales channels.	Schools and other public institutions can more easily identify Washington products for procurement.	Bolsters the reputation of Washington-produced agricultural products.

As directed by ESB 5341, WSDA will gather input and provide recommendations to the Legislature about the scope and nature of the voluntary program that may include but is not limited to eligibility criteria; application, renewal and enforcement processes; funding structure, and program logos. WSDA will design a program that is equitable and inclusive of all scales of Washington agriculture and meets the needs of our diverse agricultural community.

Lora Liegel, the Program Administrator at WSDA, is currently gathering stakeholder input to develop a report for the Legislature that will outline program recommendations. WSDA will begin standing up the promotional program in 2025.

Costs to research and design a program are included in the current operating budget. However, WSDA will seek supplemental ongoing funding to implement the program.

The program will not replace or keep producers from promoting products under other location-based labels. Instead, this program will provide an added level of marketplace visibility – locally, regionally, nationally, and internationally – for producers who choose to opt-in to the state location-based labeling and promotion program.

**Questions or feedback?**

**CONTACT**

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