



*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.*

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. Membership is free and offers many no and low cost marketing opportunities.

Over 3,400 producers and 250 retail locations and restaurants are members participating in this important value-added program. Members include everyone from food and beverage producers to vehicle and machinery parts fabricators; software and online management companies to log home builders; fine artists to homey crafts 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, manufacturers and craftspeople working for something bigger than the bottom line.*



Members of the program are distinguished by three things:

**A CUT ABOVE** - Not just anyone can use this brand. 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.

**MONTANA THROUGH AND THROUGH** - A reflection of the qualities that make Montana great. Montana is known for its spectacular, unspoiled nature, charming small towns, hospitality and breathtaking experiences. The people and products that wear this badge carry a piece of that reputation with them, sharing the Last Best Place with the world.

**HERE BY CHOICE** - Working here is a privilege, not a hurdle. The choice to build or relocate 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 \$265,000,000 on Montana Made products in 2015. The #8 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, 2015-16



## Core Program Services

- **Logo Identification Labels**
  - Offers a wide variety of full color logo products at low-cost including stickers, hangtags, posters, and window clings.
  - An electronic version is also available for free use in company advertising and labeling
- **Online Products Directory & Website** ([www.MadeinMontanaUSA.com](http://www.MadeinMontanaUSA.com))
  - Website directory provides members with a company listing detailing product descriptions, product photos, locations to purchase to products, and hyperlinks to their own site
- **Advertising and marketing campaigns**
  - Posters and signage for stores carrying Made in Montana products
  - Member highlights on social media
  - Program advertising in a variety of mediums such as billboards, magazines and print ads
- **Made in Montana Tradeshow for Food & Gifts**
  - Wholesale trade show run by the Montana Department of Commerce – Made in Montana program. This includes one day of wholesale only and one day of retail (public) sales
- **Integration of Made in Montana promotion with tourism marketing and business development** through the Montana Department of Commerce and other partners



## Membership Eligibility

Producers, manufacturers, retailers and restaurants producing and 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.

- 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

## Become a Member

Apply easily online or download a registration form at [www.MadeinMontanaUSA.com/Join.aspx](http://www.MadeinMontanaUSA.com/Join.aspx).

## Contact Us

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