



The Maine Department of Agriculture, Conservation and Forestry “REAL MAINE” Refresh



“REAL MAINE”: A New Look

The Maine Department of Agriculture, Conservation and Forestry (DACF) has a new name and fresh look for promoting Maine foods and farm products. “Real Maine” will promote Maine grown and produced food and the farmers and processors who grow and make them. Consumers will see the refreshed look in farmers’ markets and grocery stores, at agricultural events and trade shows, throughout Maine, New England and nationally.

Why a Refresh?

“Real Maine” is the foundation of an increased marketing and advertising initiative led by DACF to generate a broader awareness and interest in Maine-sourced foods.

The original program, “get real. get Maine!” was created in 2001. Through feedback from producer groups and critical partners, and a series of focus groups with consumers, farmers and producers, the refresh gained traction and support.



The Refresh Process

Several logo options were vetted among members of the agricultural industry that included consumers, farmers and food producers, and the DACF staff. The chosen logo was the top choice across all audiences.

The refreshed logo aims to broadly represent Maine agriculture. It is supported by a new tagline, “Foods & Farms, Fresh & Local.”

Launching this Spring

A new “Real Maine” website will be launched in spring 2020 to coincide with the official launch of the refresh, along with a robust social media, advertising and promotional strategy.

In coordination with the launch of the new website, DACF will also introduce a new searchable list of Maine farmers, producers and agritourism sites. If you are someone who should be included in this searchable list, please keep an eye out for instructions on how to update your information in our system.

Sign up to receive more information: www.surveymonkey.com/r/RealMaine.

Questions?

If you have questions about the “Real Maine” refresh process or what’s launching this spring, please reach out to Director of the Division of Agricultural Resource Development, Leigh Hallett, at Leigh.Hallett@maine.gov.

