



# The Maine Department of Agriculture, Conservation and Forestry's "REAL MAINE"



## "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" promotes Maine grown and produced food and connects people to the farmers and processors. Consumers will see the refreshed look, introduced in January of 2020, in farmers' markets and grocery stores, at agricultural events and trade shows, throughout Maine, New England, and nationally.

## The Refresh Process

The original program, "get real. get Maine!" was established in 2001. Nearly two decades later, "Real Maine" was created to generate a broader awareness and interest in Maine-sourced foods, and is the foundation of an increased marketing and advertising initiative led by DACF.

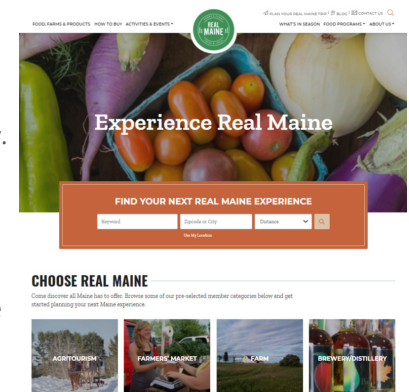
The refreshed logo, vetted among consumers, members of the agricultural industry, and DACF staff, aims to broadly represent Maine agriculture. It is supported by a new tagline, "Foods & Farms, Fresh & Local."

## New Website

A new "Real Maine" website was launched in July 2020 to coincide with the official launch of the brand refresh and to coincide with a robust social media, advertising, and promotional strategy.

Designed to help consumers find Maine agricultural products, noteworthy features of the new website include a variety of filters to locate Maine farmers, producers and agritourism sites, an informative blog, and a trip building tool.

In just over three months, the website had more than 28,000 users with 65,500 page views. The Real Maine members directory page is the top visited page, only behind the home page.



## Promoting Real Maine

Since the launch of the new website, DACF has been promoting the website and Real Maine members through outreach and advertising online, in print, and on radio and TV. These promotional efforts will continue and expand in 2021.

## Resources for Real Maine Members

With the refreshed brand, new website, and promotion around Real Maine, now is the perfect time to become a member or refresh your listing.

- Not listed on the site and want to join? Sign up by completing [this online form](#).
- Does your listing need to be updated? Email us at [DACFRealMaine@Maine.gov](mailto:DACFRealMaine@Maine.gov) and we'll send you the login information so you can make updates.
- Need to order new stickers, hang tags, signs, or other marketing materials? You can now [order Real Maine items online](#).
- The Real Maine logo may be used on most agricultural products if they are grown, raised, harvested, or processed in Maine. [Find the style guide and downloadable logos here](#).

## Questions?

If you have additional questions about "Real Maine," please reach out to Director of the Division of Agricultural Resource Development, Leigh Hallett, at [Leigh.Hallett@maine.gov](mailto:Leigh.Hallett@maine.gov).

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