



Guiding Principles for Georgia Made Georgia Grown Producer of Distinction

1. The product or production represents and promotes indigenous values and character.
2. The product or production's design and market appeal is exemplary within its discipline.
3. The product or production enhances Georgia's identity and adds to the local and visitor experience.
4. The product or production builds and supports an active base of consumers to support Georgia Made Georgia Grown Products and locally owned and operated ventures or venues.
5. The product or production represents the essence of local or regional identity and enhances the Producer of Distinction Georgia Made Georgia Grown Products brand.
6. The product or production helps bring economic sustainability to the region by attracting locals and visitors.
7. The product or production allows for profit with the least amount of environmental harm.
8. The product or production represents a compelling story about the integrity or character of its creator.