



HOMEGROWN BY HEROES: ELIGIBILITY AND CERTIFICATION CRITERIA

Eligibility

- Any veteran, active duty, National Guard, or Reserve member of the United States Armed Forces, having served honorably, without regard to age or era of duty
 - Veterans provide a copy of their Department of Defense Form 214 (DD-214) (or equivalent)
 - Characterization of service of Honorable or General (Under Honorable Conditions)
 - Active duty members provide a letter of support from their commanding officer or designated representative attesting to their service under honorable conditions
- Businesses or operations that are certified by the label must maintain 50% or greater veteran ownership
- Products certified under the label must contain 50% or more veteran produced ingredients (non-water)

Certification

- One of the great benefits of Homegrown by Heroes is professional, individualized food safety assistance
- Products certified under the label must as a minimum clear food safety guidelines applicable to their products in the region those products are being distributed and/or sold
 - Farmer Veteran Coalition will work with each applicant to determine food safety requirements by product
 - Farmer Veteran Coalition's food safety experts will assist in planning and execution of successful food safety measures
- Business planning and financial consultation, as well as legal assistance, is available during and after the certification process

Renewal

- Certifications under Homegrown by Heroes are renewable annually pending a review of any changes to business ownership, product makeup and/or food safety requirements.