



COUNTY OF BERKS, PENNSYLVANIA Office of Agricultural Coordinator

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"Bountiful Berks" Logo Launches Local Food Connection in County

READING ---- Berks County's Agricultural Coordinator Sheila Miller has teamed up with an array of partners in developing a branded program to promote Berks County grown and processed foods. The new logo, "Bountiful Berks," will be launched on Monday, July 19th at the Redner's Markets store along 5479 Pottsville Pike, (Route 61), Leesport, at 10 a.m.

"I am pleased to have the support of Berks County's family-owned and home-grown food store in getting this initiative rolling," said Miller. Redner's Markets which is a member of the Berks Agricultural Resource Network will be the first to use the "Bountiful Berks" logo on its store's shelves and in its advertising." The distinctive logo, designed by a Conrad Weiser student at the Berks Career and Technology Center's West Campus, will help shoppers identify food items that are grown or processed in Berks County, Miller explained.

Nathan Renninger of Robesonia, was enrolled in the Advertising Art & Design Technology program. He designed the logo during his senior year at BCTC. He graduated in May and will be attending Kutztown University this fall to pursue a bachelor's degree in communication design.

"There is a growing interest in shopping locally," said Miller, who worked with the Berks Agricultural Resource Network to develop the concept of a branded food label for the county. "Commissioner Christian Leinbach has been interested in and supportive of the efforts our group has put into creating a local identification of Berks County's food industry. The partnership to launch 'Bountiful Berks' has been a combination of non-profit organizations and for-profit companies with some help from local government," Miller pointed out.

In order to use the "Bountiful Berks" logo, a company must be a member of the Berks Agricultural Resource Network which determines how the branded program can be used. For more information, contact Miller at 610-898-5482 or smiller@countyofberks.com.

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“Bountiful Berks” Logo, by Nathan Renninger

The Bountiful Berks logo is a symbol for all farmers in Berks County. The logo represents honesty, agriculture, and heritage of our county.

When I first went about designing a logo for Bountiful Berks I realized I needed to think like the viewer, which in this case would be a farmer. For me to look at this subject from the other side, I needed to know as much as possible about Berks County agriculture. During the week working on this project I researched anywhere from exports of crops, to the number of farmers in the county to educate myself on this subject.

From all the research I have conducted, I drew many different possibilities for a logo. The main idea of this logo was to address all of Berks County farmers so no matter what you yield or produce you can relate to it. To make a simple logo, I had to funnel the ideas down to two things, farms and the county.

Even though a logo is meant to be simplistic, there is a deep explanation behind my design. The first part of the design is the farmhouse. The farmhouse is the home of everything that is used to farm the crops and also represents the hard work that goes into raising crops and producing a product. Another important part of the logo is the farmland. When looking at our county you cannot miss the vast amounts of farmland that we have and so it must be a main part of the logo. I also looked at the word, “bountiful” meaning more than enough. So I made the field run into the text to make it seem ongoing.

When I thought about the text to use in the logo I wanted to address the words, “Bountiful Berks” in different manners. The “Bountiful” text is large yet artistic to show generosity and abundance. My decision made for the “Berks” text was because it was an older style and I wanted it to be strict to show importance and heritage.

In this logo I also have a sunrise to represent life and growth. The life of the crops is the most honest part of the job and should be respected. Since Berks County is a key part of the logo I thought it would be necessary to make it important, so I used it in place of the sun. This is also so it portrays the county as a bright, plentiful place that is full of life and promotes growth.



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