



FOR IMMEDIATE RELEASE

April 17, 2025

Contact: Debby Girvan - dgirvan@flaircommunication.com, 540-809-8196 (m), 540-940-2801 (w)

Flair Communication Recognized at Virginia Beef Expo for “Virginia Verified Beef” Logo Design

HARRISONBURG, VA – Flair Communication was **recognized during a special ceremony** at the 35th Annual Virginia Beef Expo for designing the new “Virginia Verified Beef” logo as the first in a series of official labels for the Commonwealth’s new meat certification initiative.

The logo will appear on packaging to verify meat that is **bred, born, raised, and processed in Virginia**, starting with beef and expanding to include other varieties such as pork, lamb, and goat under the broader *Virginia Verified Meat* brand.

Commissioner of Agriculture and Consumer Services Joseph Guthrie praised the effort, stating, *“Consumers can be confident when they buy these products that the meat was bred, born, raised, and processed here in the Commonwealth.”*

Secretary of Agriculture and Forestry Matthew Lohr noted, *“Virginia’s beef industry helps the Commonwealth thrive, with more than 574,000 head of cattle contributing over \$524 million to the state’s economy.”*

Debby Girvan, CEO of Flair Communication, added, *“As a Virginia native, it was an honor to help promote one of the state’s most vital industries. Our team is proud to support Virginia farmers and strengthen consumer awareness of high-quality, locally sourced meat.”*

The Virginia Verified Meat program was established by legislation passed in 2024 and is administered by the Virginia Department of Agriculture and Consumer Services (VDACS), with certification provided through authorized industry partners such as the Virginia Cattlemen’s Association.

For more information about Flair Communication, visit www.flaircommunication.com.

Other resources:

Virginia Certified Meat legislation, visit: <https://law.lis.virginia.gov/vacode/title3.2/chapter34/section3.2-3403/>

The Virginia Beef Expo: www.vabeefexpo.com.

###

Original Photos Attached (copies below)



New brand logo unveiling ceremony at the Virginia Cattleman's Association meeting at the VA Beef Expo.



FLAIR Communication Team at VA Beef Expo - Rockingham County Fairgrounds, Harrisonburg, VA
Pictured L to R - Debby Girvan, CEO; Emily Avery, Web Marketing Specialist; Shauna Lucas, Client Relations Specialist; Halle O'Daniel, Web Marketing Associate



FLAIR Communication team with the first in a series of new brand logos the agency designed for the Virginia Verified Meat Program.

Pictured left to right
Shauna Lucas, Client Relations Specialist; Emily Avery, Web Marketing Specialist; Debby Girvan, CEO; Halle O'Daniel, Web Marketing Associate