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Augusta Cooperative Farm Bureau, Inc. Unveils New Logo



Staunton, VA (April 28, 2022) - Augusta Cooperative Farm Bureau, Inc. (Augusta Cooperative) embraces change while reaffirming its commitment to agriculture, business and community with the unveiling of a new logo. The logo debut marks the fourth revision of the Augusta Cooperative logo during the organization's 93-year history.

Created during a four-month strategic rebrand, the new logo is an evolution of previous logos while also incorporating growth elements. A blue and green color palette maintains the brand's

heritage with fresh modern hues.

A unique logo graphic element tells the Augusta Cooperative story. In the center of the graphic, a blue "A" represents "Augusta." A green leaf growing up from the "A" conveys Augusta Cooperative's commitment to agricultural excellence while also illustrating its growth. Today, Augusta Cooperative manages four divisions including agronomic services, feed production and sales, small engine services, and retail sales.

The outer lines of the logo's graphic depict an upward facing "C," representing "Cooperative" and the organization's commitment to local farmers, members, and the community in which it does business. As the "C" rises upward, it forms a shield around the "A" and the leaf, representing the bond that patrons form with Augusta Cooperative's knowledgeable staff. The shield further symbolizes protection, strength, stability, and as an icon of the past, it also symbolizes the nearly 100-year history of Augusta Cooperative.

"Our new logo signifies both Augusta Cooperative's rich history and our continued commitment to the agricultural and the rural communities we serve," explained Kevin McLaren, General Manager of Augusta Cooperative. "It pays tribute to our legacy, while looking to our future."

To learn more about Augusta Cooperative visit AugustaCoop.com/ or [@AugustaCooperativeFarmBureau/](https://www.facebook.com/AugustaCooperativeFarmBureau/) on Facebook.

Founded in 1929 and headquartered in the Shenandoah Valley, with five branch stores in Virginia (Staunton, Weyers Cave, Fairfield, Bedford & Scottsville), the Augusta Cooperative Farm Bureau, Inc. (Augusta Co-op) is a leading supplier of rural and agriculture lifestyle products. Their diversified platform is the foundation for a variety of items such as feed, seed, livestock equipment, fertilizer, hardware, pet food & pet supplies, animal health, lawn & garden, clothing and much more. The Augusta Cooperative currently serves over 25 counties in Virginia and West Virginia.

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