

Made in Nevada label promotes state businesses

By Alex Soeth, Reno Gazette-Journal

Does your business have a product made in Nevada? If so, the Nevada Small Business Development Center would like to help you spread its awareness.

Made in Nevada, managed by the Nevada SBDC, is a nonprofit marketing and branding initiative that has proudly promoted Nevada-made products for more than 25 years. This program, a champion for Nevada-based manufacturers and artisans, is designed to promote goods that are grown, created, made or enhanced more than 51 percent in Nevada. The program encourages members of the community to support local businesses, which is vital to Nevada's economy.

Made in Nevada represents small businesses as well as multiple manufacturing subsectors across the state. A membership with Made in Nevada allows businesses to promote their goods with the Made in Nevada logo, letting buyers know they are purchasing locally sourced products.

Read the whole story