



THE MARK OF WESTERN CAPE FARMING

WHAT IS CAPE GROWN?

Cape Grown is a mark of origin initiative promoting the Western Cape as a unique and prosperous agriculture region. We help farmers and exporters by educating the local and international markets to trust and choose Cape Grown products, while differentiating the Western Cape from South Africa and competing international regions.

WHY BECOME A MEMBER?



DISPLAY YOUR PLACE OF ORIGIN

Add the Cape Grown mark to your packaging to associate with the Western Cape farming region.



WE TELL YOUR STORY

Customers can view a video by scanning a QR code on Cape Grown stickers to learn about the Western Cape as a growing region and its quality fresh products.



ONLINE MARKETING

We do social media marketing in local and international markets to promote our members. We build re-marketing audiences from QR scans and website visits.



STIMULATE REPEAT BUSINESS

Make a lasting impression when customers taste authentic Western Cape quality and connect with the mark.



WE EDUCATE THE MARKET

We inform local and international customers about the unique attributes of Western Cape farming and communicate why it's the smarter and healthier choice.



CONNECT WITH OUR LOYAL COMMUNITY

We help members tap into a loyal community of customers who support the Western Cape and its farmers.



STICKER OPTIONS



CAPE GROWN

Sizes:
40 x 40mm
60 x 60mm



CAPE GROWN WITH QR

Sizes:
40 x 69mm
60 x 104mm



CAPE MADE

Sizes:
30 x 30mm
50 x 50mm

Sticker cost: between **22c** and **15c** per unit depending on size and order quantity.

CONTACT US



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**SCAN TO
LEARN MORE**



Visit our website:

CapeGrownMark.org