

# MADE IN CALIFORNIA PROGRAM



## Why Join the Made in CA Program

CMTC supports manufacturers in the state and provides a **complimentary** service to promote your company name, brand, and product lines. By joining the Made in CA program, you will receive special event invites, have opportunities to create synergies with other manufacturers, and be able to advertise your products and capabilities.

## Social Media Component

Social media platforms create a “community of manufacturers” and extend your visibility beyond the CMTC website. Our weekly posts on [LinkedIn](#), [Facebook](#) and [Twitter](#) enhance your company’s exposure and provide opportunities for you to create conversations with others in the manufacturing community. Be sure to “follow us” or “like us” and CMTC will do the same on your social media sites.

## Featured Manufacturers

Each week manufacturers are highlighted on the CMTC website. Featured companies receive special recognition to showcase their products, their company and their capabilities, and are selected based on the date when they joined the program.

## Benefits to Manufacturers

- Complimentary listing of your company by industry, in alphabetical order, and by county
- Direct emails about national business opportunities (Buy America Scouting Program)
- Special invites to premier events that CMTC sponsors or hosts
- Networking events with other manufacturers to increase sales or find new suppliers
- Use of Made in CA logo on your website or packaging materials
- Monthly update of industry news to Made in CA participants
- Made in CA Certificate to display in your facility

## Made in CA Open House Events



## Website Benefits

- The CMTC website averages 135,000 users and 355,000 page views per year
- The Made in CA program page ranks #2 of all CMTC website pages
- Your Made in CA profile page can generate potential business for you and increase traffic to your website
- The Made in CA online directory is a resource for entrepreneurs seeking a manufacturer to produce their new product, as well as a resource for you to identify new suppliers

## Qualifications Required

- Your company must be registered through Dun & Bradstreet with either a primary or secondary manufacturing NAICS code (CMTC will verify)
- The product’s final assembly, manufacturing or processing must take place in California and the manufacturing facility must be located in California



## How to Join

- Visit [www.cmtc.com](http://www.cmtc.com) and click on the “Programs” tab and then “Made in CA”
- Review the benefits and complete the registration form by clicking on the “Join Today” button and then submit
- A CMTC representative will verify your NAICS code, and then contact you to verify the information and gather logos, product images, videos, news stories, etc.

## SAMPLE PROFILE PAGE

### Made in California™

## Soul'y Raw Pet Food



Soul'y Raw Pet Food was established in 2009 as a family operated business passionately dedicated to making the highest quality pet food and treats for dogs & cats. Our ingredients are locally purchased, fresh, human grade, hormone and antibiotic free, non-irradiated, USDA inspected and approved raw meat, bone, wild caught ocean fish and organic vegetables & fruit. All of our products are handmade daily in our USDA certified commercial kitchen open to the public in sunny San Marcos, California.

### Products and Services

Some of the products we offer include...

A wide variety of fresh raw food blends including Original Chicken, Original Beef, Organic Turkey, Whole Duck, and a unique blend of Beef and Green tripe that is a house favorite among both dogs and cats!

Artisan crafted air-dried single protein treats in USDA Beef, Grade A Free Range Turkey Breast, and boneless, skinless chicken breast.

Our one-of-a-kind whole air-dried green lipped mussels, which are the most natural, effective source of marine based Omegas. Green Lipped Mussels are a 100% natural source of glucosamine, chondroitin, glyco gens and Omega-3 fatty acids with proven ability to nutritionally support long-term joint health.

### Manufacturing Processes

Commercial meat grinders and mixers, meat slicers, commercial fans to safely air-dry all of our whole protein meat treats.

### Featured Products



Soul'y Food



Soul'y Treats



Soul'y Green Lipped Mussels

### Contact This Manufacturer

**Company Name:** Soul'y Raw Pet Food  
**Category:** Food Manufacturing  
**Location:** San Marcos, CA  
**Contact Person:** Lisa Ayotte  
**Phone:** 760-736-4457  
**Email:** [lisa@soulyraw.com](mailto:lisa@soulyraw.com)  
**Website:** [www.soulyraw.com](http://www.soulyraw.com)

### Follow Them

## ADDITIONAL SEARCH FUNCTIONALITY

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Lieu Technologies



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