

Buy Fresh Buy Local – Green Country 2010 Member Guidelines for Growers & Producers

By becoming a member of *Buy Fresh Buy Local – Green Country*, you join the ranks of farmers and other dedicated individuals and organizations that are uniting in support of strengthening our local food and farm economy. We firmly believe that connecting citizens with local food producers contributes to the health of our families and our community. **Besides becoming a part of this grassroots movement who wants you to succeed, other benefits of membership include:**

- ✓ Free listing of your farm business in the 2010 Local Food Guide, a colorful resource to help Green Country food shoppers find the freshest foods they can buy (membership not required).
- ✓ The right to purchase *Buy Fresh Buy Local* point-of-sale and other promotional materials at cost.
- ✓ The right to use trademarked *Buy Fresh Buy Local* graphics for creating your own personalized marketing materials (Design Kit cd available with a Premium Membership).
- ✓ Dedicated staff and volunteers focused on educating the public about supporting their local farmers, and on making it easier for citizens to find and purchase local foods.

This document only applies to any producer wishing to purchase *Buy Fresh Buy Local Marketing Materials*. Understanding and following these Member Guidelines is fundamental to the success and integrity of *Buy Fresh Buy Local*®. Please read them carefully and review them as necessary. Thank you for being part of this initiative to help bring fresh local food to citizens across northeastern Oklahoma!

A. Definitions

In this document, “Local Chapter” refers to [Sustainable Green Country](#) and “Regional Chapter” refers to [Kerr Center for Sustainable Agriculture](#). [FoodRoutes](#) is the national sponsor of *Buy Fresh Buy Local*. Locally grown is defined as “grown in Oklahoma.” The area being served by our Local Chapter includes the eighteen counties encompassed within the [Green Country tourism district](#) of northeastern Oklahoma. Membership by entities in counties adjacent to the *Buy Fresh Buy Local - Green Country* area (including adjacent out-of-state counties) will be considered on a case by case basis.

B. Eligible Products

Buy Fresh Buy Local materials and promotions are designed and intended to promote locally grown food, agricultural and horticultural products as detailed in this section. While we strongly support the development and success of other local family-owned business and enterprises, *Buy Fresh Buy Local* materials and graphics shall only be used in association with these eligible Oklahoma-produced products:

- whole produce
- nuts
- grains & milled grains (flour)
- meats
- farm-direct edible livestock
- eggs
- honey
- dairy foods
- wine
- herbs & live plants
- cut flowers
- Christmas trees
- soil conditioners such as manure, compost, worm castings & mulch
- eligible processed foods *

* Eligible processed food for 2010 is limited to value-added products made from a reasonable percentage of ingredients grown by the member and processed by them or their co-packer.

C. Membership Criteria for All Members

Members must meet all membership criteria, renew membership annually with the Local Chapter by reviewing and signing these Guidelines and other agreements as required by the Local Chapter, and by paying annual membership dues, if applicable. Cost-share options for membership dues, material cost and other fees are available as needed. Membership criteria are used to assure that foods promoted with *Buy Fresh Buy Local* marketing materials are locally grown or produced. The following criteria apply to all Members.

- *Buy Fresh Buy Local* materials and images must only be used for promoting eligible locally grown or produced products (see section B above).
- The primary market for products promoted with *Buy Fresh Buy Local* materials must be within Oklahoma.
- Products promoted with *Buy Fresh Buy Local* materials must be traceable to a specific farm and must be produced or grown primarily by that farm.
- *Buy Fresh Buy Local* materials may not be used in a misleading or deceptive manner.
- Sustainable production methods are preferred. *Buy Fresh Buy Local* representatives can help you connect with local and regional sustainable agriculture organizations and programs.
- All membership benefits extended to Members are extended to them alone and are not transferable to any third party.
- *Buy Fresh Buy Local* Regional and Local Chapter representatives reserve the right to inspect the farm or non-farm business to verify that Members are adhering to all relevant guidelines.

D. Membership Requirements for Farmers

Eligible for membership are Oklahoma farmers/growers/producers who grow or raise food, agricultural and horticultural products determined to be eligible under the “Eligible Products” section B above. These items must be available for purchase within the Local Chapter’s area.

There are two categories of membership: “Basic” and “Premium”. See Membership Form for details.

E. Marketing Materials & Design Kit with Premium Membership

Buy Fresh Buy Local® is a registered trademark of FoodRoutes Network used under license by The Kerr Center, and *Buy Fresh Buy Local - Green Country*. In addition to the benefits offered to all members, Premium Members also procure the right to use electronic images on the *Member Design Kit* cd to develop their own promotional materials. These images are provided only for the member’s own business promotion purposes, under the specific terms described in the *Marketing and Graphics Guidelines* (available with paid Premium Membership).

Membership Form is on page 3

Order Form for membership & promotional materials is on page 4

Please save a copy of your completed forms before sending.

If you’re ordering materials that require payment, materials will be shipped when payment is received.

***Buy Fresh Buy Local – Green Country
2010 Membership Form for Growers & Producers***

Basic Membership – Free	Premium Membership -- \$25
<ul style="list-style-type: none"> • <i>Local Food Guide</i> listing • Right to purchase point-of-sale materials at cost • Dedicated volunteers focused on educating the public about supporting their local farmers 	<p>All benefits of Basic Membership plus:</p> <ul style="list-style-type: none"> • Right to use the <i>Member Design Kit</i> cd to create your own personalized <i>Buy Fresh Buy Local</i> marketing materials

_____ Yes! I want to be a Member of the *Buy Fresh Buy Local – Green Country* Chapter! **(free)**

_____ Yes! I would like a Premium Membership so that I may receive the 2010 *Buy Fresh Buy Local - Oklahoma Member Design Kit* cd in order to create my own personalized *Buy Fresh Buy Local* marketing materials. (\$25/yr)

I have read the 2010 *Buy Fresh Buy Local* Member Guidelines for Growers & Producers and I certify that I meet ALL of the eligibility requirements as defined in the Guidelines. Please begin my membership!

Signature: _____ Date: _____
(Grower/Producer: electronic submission of this form denotes acceptance of all membership terms)

Received by: _____ Date: _____
 Rita Scott, Coordinator
Buy Fresh Buy Local – Green Country

Membership may be submitted via email to: jancbaxter@baxsys.com

Or via postal mail to:

**Jan Calloway Baxter
 Buy Fresh Buy Local
 4815 S. Harvard
 Suite 280
 Tulsa, OK 74135**

***Buy Fresh Buy Local – Green Country
2010 Order Form – Promotional Products for Growers & Producers***

Grower/Producer Members of *Buy Fresh Buy Local* are able to purchase the following promotional items at cost for their own use.



Laminated Price Cards
Small (5.5" x 4.25")



Laminated Price Cards
Large (7" x 5.75")



Poster
(8.5" x 11")



Double Clip-on
Sign Holder
Swivel Clip (3")

Quantity	Item	Price Per Piece	Total
	Basic Membership for Grower/Producer	\$ 0	\$0
	Premium Membership with Design Kit cd	\$ 25.00	
	Laminated Price Cards - Small	\$0.75	
	Laminated Price Cards - Large	\$ 0.85	
	Double Clip-on Sign Holder – Swivel Clip	\$1.50	
	Poster	\$2.50	
Make checks payable to <i>Sustainable Green Country</i>		Total Enclosed	

Please print clearly or type your mailing address below—this will serve as your mailing label.