



Buy Fresh Buy Local® (BFBL) is a national campaign to build the market for locally grown and produced foods. BFBL chapters are connecting consumers throughout the country to the freshest and most delicious locally grown and produced foods available. A local chapter now represents ten counties in southwest Iowa.

The BFBL Southwest Iowa chapter is working to link producers and consumers. The chapter provides its members with resources to make it easier for people to find and buy fresh local food. Members educate the public about fresh local foods and promote family farms. This year the chapter will publish and distribute its second local food directory. Future goals include outreach events and an electronic newsletter.

We are building our membership and hope you will grow with us by becoming a Farmers' Market member of the BFBL Southwest Iowa chapter. Farmers' Market membership benefits include:

- detailed listing in the 2010 BFBL SW Iowa Directory (printed and electronic)
- all-weather 10" x 11" BFBL sign to use at your farmers' market
- BFBL Point of Purchase cards
- copies of the 2010 BFBL SW Iowa Directory
- permission to use the copyrighted BFBL logo on your marketing materials
- associated publicity with the promotion of our local chapter

To be included in the printed 2010 BFBL Southwest Iowa directory, your membership fee must be received by April 30, 2010. (Memberships will be accepted all year.)

Additional information about the BFBL Southwest Iowa chapter is on the Wallace Foundation for Rural Research and Development website: www.wallacefdn.org.

We look forward to your participation in the southwest Iowa Buy Fresh Buy Local Campaign.

Join today!

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BUY FRESH BUY LOCAL Membership Eligibility Rules for 2010

All BFBL Southwest Iowa chapter participants must renew their membership annually by registering with the BFBL Southwest Iowa chapter. Membership eligibility rules are used to assure that foods promoted with BUY FRESH BUY LOCAL (BFBL) marketing materials are locally grown or produced. Membership eligibility is outlined below based on "business" category.

The Southwest Iowa BFBL Campaign Region refers to the following ten counties in Southwest Iowa: Adair, Adams, Cass, Guthrie, Harrison, Mills, Montgomery, Pottawattamie, Shelby and Union.

Reference to "local" "locally" or "local products" means products which are produced, processed, prepared, raised or grown in those ten counties.

MEMBER ELIGIBILITY:

1. Farmers

Eligible for membership are farmers who grow or raise foods or other agricultural products (ornamental plants, bedding plants or Christmas trees) in a campaign region primarily for consumption in that same region.

Farmers with a similar local focus who reside outside the campaign region may be approved for membership by the local and state campaigns based on one of the following exemptions:

- A pre-existing market in the campaign region.
- A product that is not readily available in the campaign region.
- Their ability to significantly/uniquely stimulate the local food economy.

Please note:

- The primary market for products promoted with BFBL materials must be in the campaign region.
- BFBL products must be traceable to a specific farm.
- BFBL materials should be used only for locally grown products. BFBL members who also retail non-locally produced items are expected to take care that such products are properly labeled to distinguish them from local foods. Example: Missouri Peaches.

2. Farmers Markets

Eligible for membership are farmers markets that include as vendors BFBL members*.

Please note:

- A no brokering or limited brokering policy should be in effect for the market to demonstrate a commitment to local foods.
- Farmers markets can use BFBL materials only to promote their markets. Vendors must join individually to use signage and point of purchase materials.

3. Institutions, Restaurants and Stores

Eligible for membership are businesses that buy from BFBL member farmers* for food preparation or resale.

Please note:

- A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business.
- Membership requires participation in an annual survey to demonstrate a commitment to local purchasing and gauge economic impact.
- BFBL materials should be used only for foods that feature BFBL farm-produced* ingredients. It is expected that BFBL materials not be used in a misleading manner.

4. Food Processors and Processors of Other Food-Based Products

Eligible for membership are processing facilities, butcher shops, bakeries and commercial kitchens that buy from BFBL member farmers* for food production.

Please note:

- The processor's primary market must be in their BFBL campaign region.
- A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business.
- Membership requires participation in an annual survey to demonstrate a commitment to local purchasing and gauge economic impact.

Foods promoted with BFBL materials must contain at least one featured or primary ingredient that is grown or raised on a BFBL member* farm. For example, local apples in an apple pie, or local oats in oatmeal cookies, or local carrots in carrot bread would qualify, whereas applesauce made primarily with non-local apples, or a pie made with only local butter would not qualify.

5. Wineries

Eligible for membership are wineries that hold a Native Iowa Wine License that also use their own grapes or other fruit in production and/or use grapes and other fruit from BFBL member* growers.

Please note:

- BFBL materials are to be used only for products designated as Iowa wines that have BFBL member* produced fruit as the primary or featured ingredient.

6. Friends and Business Supporters

Eligible for membership are individuals, families and businesses in the community who wish to help strengthen the local food economy in southwest Iowa. Farmers, farmers markets, institutions, restaurants, stores, wineries, and food processors may also choose to become members in this category.

*** ATTENTION:** Since the Southwest IA BFBL Membership Campaign is in the initial stages of building its membership, all those who join as category 3, 4 or 5 members (institutions, restaurants, stores; food processors and processors of other food-based products; wineries) will be considered to have met the BFBL membership criteria as long as they buy from farmers who raise or grow food in Southwest IA (i.e. members don't have to buy from BFBL member farmers.)



BUY FRESH BUY LOCAL® SOUTHWEST IOWA 2010 Farmers' Market Registration

ALL members must renew annually, to ensure all information is accurate and up-to-date.
Please read BFBL Membership Eligibility Rules before registering.

MEMBER INFORMATION

Farmers' Market Name _____

Contact Person(s) _____

Mailing Address _____

City: _____ County: _____ Zip code _____

Market Location: _____

Days/Hours of Operation _____

Start and End Dates for Farmers' Market _____

Phone Number(s) _____

Email: _____ Website: _____

FARMERS' MARKET MEMBERSHIP DIRECTORY LISTING INFORMATION

Some or all of his information will be used in the directory. Please fill this out exactly as you would like it to be listed in the 2010 BFBL SW IA Local Foods Directory.

Farmers' Market Name _____

Market Location Address _____

City: _____ County: _____

Days/Hours of Operation _____

Start and End Dates for Farmers' Market _____

Contact Person(s): _____

Phone Number(s) _____

Email: _____ Website: _____

Membership Directory Description of Operation

Please describe your market and your products offered for sale. _____

PAYMENT INFORMATION

Farmers' Market Membership is \$25.00. Make check payable to "Wallace Foundation/BFBL".

Please mail completed registration with check by **April 30, 2010** to: Buy Fresh Buy Local SW IA, c/o Rural Development Center P.O. Box 292, Red Oak, Iowa 51566.

MEMBERSHIP ELIGIBILITY SIGNATURE

I have read the Buy Fresh Buy Local Membership Eligibility Rules and will comply with them.

Name of Applicant (Please print clearly)

Date

Signature