



“Buy Fresh, Buy Local”

ABOUT

“Buy Fresh, Buy Local” is a project of FoodRoutes Network (FRN), a national non-profit organization, providing strategic communication and evaluation tools. FRN also provides information for sustainable farming and local food systems advocates. Their numerous programs include the website, foodroutes.org, national polling research, message development, “Buy Fresh, Buy Local” campaign and implementation strategies for state and local food system policies funded by the Farm Bill.

Wyoming Farmers Marketing Association (WFMA) is a partner in the “Buy Fresh, Buy Local” campaign allowing the association to extend membership in the “Buy Fresh, Buy Local” campaign to their members. WFMA views the “Buy Fresh, Buy Local” campaign as an opportunity to link Wyoming farmers markets, producers, consumers and other local agricultural organizations. It is an ideal vehicle to reach out to consumers with a consistent message and nationally recognized logo.

PARTNERSHIP

Individuals or organizations who wish to join the “Buy Fresh, Buy Local” campaign must sign a partnership agreement form and submit annual membership dues of **\$30.00**. WFMA encourages you to join the campaign to support facilitation of joint marketing strategies for members, encouraging direct marketing of Wyoming agricultural products and educating consumers about the benefits of local foods.

INFORMATION

To learn more, please visit:

<http://www.foodroutes.org/buy-fresh-buy-local.jsp>

OR

Contact Renee King

rking10@uwyo.edu



Partnership Agreement

“Buy Fresh, Buy Local” is a project of the Wyoming Farmers Marketing Association (WFMA). The program strives to increase the economic viability of Wyoming agricultural communities by increasing point-of-origin information and visibility for locally produced agricultural products.

In signing this agreement, individuals or organizations form a partnership between Wyoming Farmers Marketing Association and the “Buy Fresh, Buy Local” campaign.

All partners will submit a **\$30.00 annual** membership fee due **January 30th** each year. Wyoming Farmers Marketing Association will send out membership renewal forms each year and serve as the partner support organization for any questions or concerns.

PARTNERSHIP AGREEMENT

Name/Organization: _____

Authorized Contact: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (home) _____ (cell) _____

E-mail: _____ Website: _____

Signature

Date

Printed Name

WYFMA Representative

Date

Permission to use “Buy Fresh, Buy Local” promotional materials, including the logo, can be withdrawn by a vote of the WFMA Board of Directors for failure to adhere to the “Buy Fresh, Buy Local” Partnership Agreement.



Terms of Agreement

THE WFMA “BUY FRESH, BUY LOCAL” CAMPAIGN AGREES TO:

Provide marketing tools for “Buy Fresh, Buy Local” including:

- Digital version of logo files on CD Rom which include: label (if applicable for regional campaign), logo, point of purchase card, Partner Seal, “Buy Fresh, Buy Local” font, “Buy Fresh, Buy Local” Challenge Banner, general overview documents, and Spanish language materials.
- A copy of this “Buy Fresh, Buy Local” Agreement.

Promote “Buy Fresh, Buy Local” Partners:

- Coordinated and visible promotional support through the “Buy Fresh, Buy Local” campaign via online guide, print guide (where available), and special events.
- Mention in “Buy Fresh, Buy Local” regional campaign media releases and advertising.
- Listing on campaign website at www.wyomingfarmersmarkets.org.
- Update Partners on developments
- Updated information via email about new campaign partners and campaign developments.
- Distribute relevant market or survey data.

Work toward a more sustainable agricultural system:

- Promotion of the long-term goals of profitability, stability, and sustainable stewardship for the “Buy Fresh, Buy Local” and greater agricultural communities.

PARTNER ORGANIZATION AGREES TO:

Join the campaign:

- Become a “Buy Fresh, Buy Local” Campaign Partner.
- Pay the annual Wyoming Farmers Marketing Association fee of \$30.00.
- Agricultural products marketed under the logo must be grown in Colorado, New Mexico, or Wyoming.
- Processed agricultural products marketed under the logo must contain a minimum of 60% ingredients grown in state of origin.
- Only use “Buy Fresh, Buy Local” materials under a current and signed Partnership Agreement, which is eligible for renewal each calendar year.



Terms of Agreement (*cont'd*)

PARTNER ORGANIZATION AGREES TO: (*CONT'D*)

Promote the campaign:

- Display “Buy Fresh, Buy Local” logo (banners, point of purchase cards, stickers, print logos, etc.) in promotion and advertising under corresponding county/region label.
- Permit the use of organization’s name in campaign-related efforts.
- Participate/collaborate in annual “Buy Fresh, Buy Local” promotions and celebrations, such as on-farm events and interviews at availability of organization.

Abide by these guidelines:

- Partner organization may not alter, change, or modify the Wyoming “Buy Fresh, Buy Local” logos in any way, shape or form.
- Purchase costs of materials with the “Buy Fresh, Buy Local” logo are the responsibility of the partner organization.
- Logos must be used appropriately; any improper use of logos may result in this agreement becoming void and prohibition of any further use of campaign materials.

Note: membership in “Buy Fresh, Buy Local” does not include membership in the Wyoming Farmers Marketing Association, or vice versa.

Please mail signed agreement and payment to:

Wyoming Farmers Marketing Association
P.O. Box 20939
Cheyenne, WY 82003

Questions?

Brook Brockman
307-777-5612
brook.brockman@wyo.gov

You may also visit the Wyoming Farmers Marketing Association website for more information and to download application forms.

www.wyomingfarmersmarkets.org