

WYOMING - BUY FRESH BUY LOCAL...



MEMBERSHIP

Promotes the purchase, consumption and enjoyment of locally produced foods and products by:

Fostering partnerships between producers, restaurants, schools, grocery stores, institutions and consumers.

Reinforcing the health and economic importance of purchasing local foods and products.

Identifying new market opportunities and marketing approaches for producers and local product retailers.

Developing local, community-based food systems.

Growing the demand for locally produced foods and products.

Educating citizens about the quality, nutritional, environmental and economic benefits of purchasing local products within their communities.

CONTACT INFORMATION

WY BFBL

P.O. Box 20939

Cheyenne, WY 82003

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wybfbfbl.org



facebook.com/Wyoming-Buy-Fresh-Buy-Local
<http://wyomingfarmersmarkets.blogspot.com/>



WYOMING MEMBERSHIP APPLICATION



Promotes the purchase, consumption and education of locally produced foods and products.

CRITERIA/BENEFITS

Member criteria is used to assure foods promoted by WY BFBL marketing materials are Wyoming grown or produced.

PRODUCER MEMBERSHIP

- WYBFBL products must be traceable to a specific Wyoming producer.

FARMERS MARKET MEMBERSHIP

- WYBFBL materials are used only to promote the market. Vendors must join individually to use signage.

WYBFBL materials are not to be used in a misleading manner. Members are asked to ensure that non Wyoming products are labeled accordingly. (Ex. Colorado Peaches)

MEMBER BENEFITS

WYBFBL is designed for the purpose of increasing production, demand for, and consumption of local foods and products- therefore providing quality, healthy and local foods for all while supporting local agriculture and economy.

As a member of WY BFBL you receive...

- Use of the nationally recognized Buy Fresh Buy Local brand and images- developed to help consumers identify your business as a trusted source for local products.
- Listing in the online and print version of the WYBFBL Local Food Guide.
- Listing of your business and events on WYBFBL social networking sites and website.
- Networking opportunities to strengthen your business and the local food system.
- Training and educational opportunities to develop and expand market opportunities.
- Discounts on all WY BFBL merchandise.

RESPONSIBILITIES

MEMBER RESPONSIBILITIES

- Display the Wyoming Buy Fresh Buy Local (WYBFBL) Membership Certificate and use the WYBFBL Point of Purchase cards with labeling and displays of local foods/products.
- Use only official and unmodified versions of WYBFBL brand graphics and language, consistently applying the style of the brand (color, fonts, etc.) in any public forum, and use materials ONLY in conjunction with locally grown foods/products.
- Utilize the brand materials for a period of ONE year only. If the licensing agreement is not renewed or a member voluntarily withdraws from the program- the member agrees to discontinue ALL use of the brand graphics and language.
- Create a business profile for the website and Local Food Guide and send an electronic copy to WYBFBL for representation in promotional mailings and events.
- Participate in an annual survey to measure the impact of WYBFBL on local purchasing.

2015 Special!!!

(Jan. 1 - May 1 Only)

Purchase your Wyoming Farmers Marketing Association and Wyoming Buy Fresh Buy Local memberships together and receive a discounted rate.

WFMA + BFBL = \$45.00

WFMA Only = \$20.00

BFBL Only = \$30.00

Please be sure to complete both membership forms!

APPLICATION FORM

2015 WY BFBL Membership Application

Organization Name _____

Primary Contact Name _____

Mailing Address _____

City/State/Zip _____

Phone Number _____

Email Address _____

Website _____

Short description of your business to be published in the food guide. Please include what products you produce and any other basic information about your business. If you have a logo that you would like included, please email a high resolution copy to brook.brockman@wyo.gov

BFBL Only (\$30.00) WFMA (\$20.00)

Mail membership and payment to:

WFMA

PO Box 20939

Cheyenne, WY 82003

Pay online at:

<http://2015wyfarmersmarketmembership.eventbrite.com>