



### Goals of the Upper Minnesota River Valley *Buy Fresh Buy Local* Campaign:

- ◆ To expand local markets for sustainably grown local foods.
- ◆ To increase the consumption of local, healthy food.
- ◆ To diversify the economic base and agriculture landscape.
- ◆ And to protect the natural resources of the Upper Minnesota River Valley.

### *Buy Fresh Buy Local (BFBL) Upper MN River Valley is*

- ◆ A BRAND that identifies the Upper MN River Valley region and its abundant supply of local, sustainable, healthy foods.
- ◆ A CAMPAIGN that helps people understand food systems and to make ethical and sustainable choices.
- ◆ A CHAPTER, with partners representing the various sectors of a local food system, working together to promote healthful, sustainable and ethical food choices.

### *The Upper MN River Valley Buy Fresh Buy Local Chapter Structure*

A *Local Partner* of the Upper Minnesota River Valley *Buy Fresh Buy Local* chapter is a farm, a small scale processor utilizing local farm products, farmers' market, or a retail food business, such as a restaurant, caterer, food cooperative, or locally owned retail grocery store selling local products. Partners can also be organizations, government agencies, chambers of commerce, tourism bureaus and individuals who endorse the chapter goals and participate in chapter activities.

A *Steering Committee*, composed of farmers and other market partners and collaborating organizations meets regularly to guide the activities of the Upper Minnesota River Valley Chapter. The West Central Regional Sustainable Development Partnership hosts the Chapter and staffs the steering committee.

### *Structure of Buy Fresh Buy Local*

The Upper Minnesota River Valley chapter is one of 50 *Buy Fresh Buy Local* chapters in the United States coordinated by the national Food Routes Network and its regional chapter affiliates. The brand was originally developed in 2002 as part of the *Pride of the Prairie Local Foods System* initiative lead by the Land Stewardship Project along with partners Sustainable Farming Association, Morris Prairie Renaissance, Pomme de Terre Food Coop, Prairie Renaissance Cultural Alliance, University of Minnesota (the Morris campus, West Central Regional Sustainable Development Partnership, West Central Research and Outreach Center, and University of Minnesota Extension), Sodexo Campus Services, and area farmer.

Three chapters in Minnesota: St. Croix River Valley, Red River Valley and Upper MN River Valley (Pride of the Prairie) chapters, are associated with Land Stewardship Project, the regional chapter affiliate; Food Routes provides communications tools, organizing support and marketing resources to local chapters to create their own unique, community-based local food campaigns. The BFBL label is a registered trademark owned by Food Routes.

All local chapters pay a yearly fee of \$500 to Food Routes or the Regional Chapter Affiliate. Each must sign onto the master agreement and also sign a chapter memorandum of agreement with Food Routes that outlines the chapter work plan and reporting requirements to Food Routes.



## Geographic Region

The chapter includes partners in or near the land that drains to the Upper Minnesota River basin. The region includes several counties in Minnesota including: Ottertail, Traverse, Grant, Stevens, Douglas, Pope, Big Stone, Chippewa, Lac qui Parle, Swift, Kandiyohi, Renville, and Yellow Medicine. Organizations, farmers and individuals physically outside the region but with food system interest in the Upper MN River Valley are welcome to become partners.



## Partner Benefits

- ◆ Use of the market—tested label that conveys fresh and delicious foods to consumers.
- ◆ Access to a tool kit of designs for promotional materials
- ◆ Access to promotional materials for resale, such as sturdy cotton grocery bags printed with the Buy Fresh Buy Local label.
- ◆ Partner decal to post on building or vehicle windows
- ◆ Listed in the 2009 Local Foods Guide.
- ◆ Listed on the Pride of the Prairie Web Site Partners listing ([www.prideoftheprairie.org](http://www.prideoftheprairie.org)).
- ◆ Opportunities to help plan and participate in special BFBL events.
- ◆ Opportunities to develop marketing collaborations through connections with other partners in the Upper MN River Valley *Buy Fresh Buy Local* Chapter.
- ◆ Opportunities to promote appreciation and stewardship of the Upper MN River Valley's natural resources and recreational experiences.
- ◆ Identification with a popular progressive movement to increase consumption of healthy foods, keep family farms financially viable, and improve local economies
- ◆ Access to Pride of the Prairie "Foodies listserve." (UMMFOODIES@LISTS.UMN.EDU)—communication among members, sharing of articles, meeting notices, etc.

## Partner Responsibilities

- ◆ Support local foods efforts in the Upper MN River Valley region to achieve the chapter goals.
- ◆ Use sustainable practices that conserve soil, protect water quality and wildlife habitat, are humane to animals and fair to employees, business associates and consumers.
- ◆ Support publicity efforts of the Upper MN River Valley Chapter, using the styles, fonts, colors and designs as trademarked by Food Routes.
- ◆ Display the Buy Fresh Buy Local Upper MN River Valley Partner Circle.
- ◆ Collaborate with partners to develop local foods in initiatives in the Upper MN River Valley.
- ◆ Post any events related to Buy Fresh Buy Local to the Pride of the Prairie "Foodies" listserv.
- ◆ Follow Membership criteria (page 3) when labeling products

## How to Become a Local Partner of the Upper MN River Valley BFBL Chapter

Each local partner pays a fee and signs a Partner Agreement that lists the terms of the participation in the local chapter. The signed agreement verifies that a partner understands the goals of the Upper MN River Valley *Buy Fresh Buy Local* Chapter and supports efforts to promote healthy, local foods. It verifies that the local partner has access to the master agreement and understands how the chapter relates to the national network.

### Local Partner Fees:

- ◆ \$10 for food producing farmers, food service, retailers, farmer markets, caterers serving local foods, and individuals (Vocal Locals)
- ◆ \$25 sponsorship representing organizations including: non-profit organization, churches, agencies, public institutions, chamber of commerce, government

Checks payable to:  
[University of Minnesota](http://University of Minnesota)

Send to —U of M West  
Central Partnership  
46352 State Hwy 329  
Morris, MN 56267

## ***BUY FRESH BUY LOCAL* Partner Criteria**

Partner criteria are used to assure that foods promoted with *Buy Fresh Buy Local* (BFBL) marketing materials are locally grown or produced. Partner criteria are outlined below based on business category.

### **FARMERS**

Farmers that grow or raise foods or other agricultural projects (ornamental plants, bedding plants, or Christmas trees) in a campaign region primarily for consumption in that same region.

Farmers with a similar local focus that reside outside the Upper MN River Valley region may be approved as a Partner based on one of the following:

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

**Please note:**

- ◇ The primary market for products promote with BFBL materials must be in the Upper MN River Valley region.
- ◇ BFBL products must be traceable to a specific farm.
- ◇ BFBL materials should be used only for locally grown projects. BFBL Partners that also retail non-locally produced items are expected to take care that such products are properly labeled to distinguish them from local foods. Example: Free Trade Coffee

### **FARMERS MARKETS**

Farmers markets can use BFBL materials only to promote their markets. Vendors must join individually to use signage and point of purchase materials.

### **INSTITUTIONS, RESTAURANTS, CATERERS, and STORES**

Eligible Partners are businesses that use or sale locally produced foods from the Upper MN River Valley region.

**Please note:**

- ◇ A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business.
- ◇ 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.

### **FOOD PROCESSORS**

Eligible Partners are processing facilities, meat lockers, bakeries and commercial kitchens that buy locally produced foods from the Upper MN River Valley region.

**Plases note:**

- ◇ The processor's primary market is the Upper MN River Valley region.
- ◇ A commitment to purchasing a promoting local foods should be a stated marketing strategy/message or valued principle of the business.
- ◇ Foods promoted with BFBL materials must contain at least on featured or primary ingredient that is grown or raised on a BFBL member farm. Example: local apples in an apple pie

### **Vocal Locals and Sponsors**

Vocal Locals (any individual) and Sponsors including organizations, agencies, and government in or near the region that supports the campaign can use BFBL logos and labels their communications materials.



## 2008-2009 Local Partner Participation Agreement

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Check type of partner:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Farmer         | <input type="checkbox"/> Small Processor          | <input type="checkbox"/> Organization        |
| <input type="checkbox"/> Farmers Market | <input type="checkbox"/> Restaurant               | <input type="checkbox"/> Agency              |
| <input type="checkbox"/> Grocery Store  | <input type="checkbox"/> Caterer                  | <input type="checkbox"/> Local Government    |
| <input type="checkbox"/> Food Coop      | <input type="checkbox"/> Individual (Vocal Local) | <input type="checkbox"/> Other specify _____ |

### As a local partner of the Upper MN River Valley Buy Fresh Buy Local® Chapter, I agree to the following:

- My business/organization is located in/near and supports local foods efforts in the Upper MN River Valley region.
- I have paid my dues to BFBL Upper MN River Valley.
- I accept the goals of the Upper MN River Valley Buy Fresh Buy Local Chapter: *to expand local markets for sustainably grown local foods, to increase the consumption of local, healthy food, to diversify the economic base and agriculture landscape, and to protect the natural resources of the Upper Minnesota River Valley.*
- I will use practices, on my farm or in my business, that conserve soil, protects water quality and wildlife habitat, are humane to animals and fair to employees, business associates and consumers. *Humane treatment of livestock means that animals are allowed to engage in their natural behaviors, have sufficient space, shelter and gentle handling to limit stress, and are provided ample fresh water and a healthy diet without added antibiotics or hormones.*
- I will support the publicity efforts of the Upper MN River Valley Chapter.
- I will display the Buy Fresh Buy Local Partner Circle.
- In creating advertising materials, I will use the styles, colors, and fonts as trademarked by the Food Routes with no modifications to maintain the integrity of the brand and visual strength connection with locally grown goods or appropriate services, abide by trademark limitations.
- I will work with other chapter partners to develop local foods initiatives in the Upper MN River Valley region.
- I will post any events I host related to Buy Fresh Buy Local to the list serve.



Dues:  
 \$10 for food producing farmers, food service, retailers, farmer markets, caterers serving local foods, and individuals (Vocal Locals)—refer to page 3 for criteria  
 \$25 for Sponsors including: non-profit organization, churches, agencies, government, public institutions, chamber of commerce—refer to page 3 for criteria

Signed \_\_\_\_\_ Date \_\_\_\_\_



Submit application and dues to: U of M West Central Partnership, 46352 State Hwy 329, Morris, MN 56267

WEST CENTRAL MINNESOTA  
 REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIP  
 UNIVERSITY OF MINNESOTA

