

# Become a Pride of the Prairie Buy Fresh Buy Local Chapter PARTNER!



The Pride of the Prairie Chapter of Buy Fresh Buy Local is a grassroots organization in West Central and Southwest Minnesota dedicated to educating and connecting consumers to the best locally grown foods available.

By joining Pride of the Prairie, you become part of a community of farmers, retailers, restaurants, and consumers who promote buying local farm products, support the local economy, and ensure the environmental health and sustainability of farms throughout Minnesota's prairie region.

## **Goals of the Pride of the Prairie Chapter of Buy Fresh Buy Local:**

- To expand local markets for sustainably grown local foods
- To increase the consumption of healthy, local foods
- To diversify the economic base and agricultural landscape
- To protect the natural resources of West Central and Southwest Minnesota

## **Partner Benefits:**

Membership to Pride of the Prairie is free for farms, organizations, and individuals supportive of local foods in the West Central and Southwest regions of Minnesota. All partners enjoy the following benefits:

- Inclusion in our statewide website directories [www.prideoftheprairie.org](http://www.prideoftheprairie.org) and [www.localfoods.umn.edu](http://www.localfoods.umn.edu) with a links to maps and information about your offerings which you control and update.
- Use of Buy Fresh Buy Local design materials such as logo and price cards.
- Invitation to educational workshops and events through our Pride of the Prairie listserve and opportunities to promote your business or organization through our Facebook site.

## **We invite partners to list themselves and advertise in our 2013-14 printed local foods guide for \$25:**

- You receive a listing in a professional publication which features your farm or organization (Individual supporters aka "vocal locals" receive a direct thanks in our guide).
- 10,000 copies of the print guide will be distributed in time for the summer farming season (June). View our 2009-2010 edition at [www.prideofthepriarie.org](http://www.prideofthepriarie.org)
- All paying members listed in the guide also receive a partner decal to proudly display in building or vehicle window.
- Reasonably-priced advertising space is available (see attached price sheet) to promote your local food offerings or highlight your association with a growing local foods movement.
- Pride of the Prairie is non-profit and volunteer-run. All funds will be used to support guide development, printing, and distribution costs.

## **How to join:**

Please complete the attached Partner Application Form and pay fees to Pride of the Prairie chapter.

# 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 products (ornamental plants, bedding plants, or Christmas trees) in a campaign region primarily for consumption in that same region.

### Please note:

- The primary market for products promoted with BFBL materials must be in West Central or Southwest Minnesota.
- 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: Fair Trade Coffee.

## Institutions, Restaurants, Caterers and Stores

Eligible Partners are businesses that use or sell locally produced foods from West Central or Southwest Minnesota.

### Please note:

- A commitment to purchasing and promoting 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.

## 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.

## Food Processors

Eligible Partners are processing facilities, meat lockers, bakeries and commercial kitchens that buy locally produced foods from West Central or Southwest Minnesota.

### Please note:

- A commitment to purchasing and 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 one 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 in their communications materials.

## About Buy Fresh Buy Local:

The Pride of the Prairie Chapter is one of nearly 70 Buy Fresh Buy Local chapters nationwide coordinated by Food Routes Network. The Southwest Regional Sustainable Development Partnership (SWRSDP) and its local foods work group organize and sponsor the regional campaign together with its regional partners including the University of Minnesota Morris and Land Stewardship Project.



Southwest Regional Sustainable  
Development Partnership





# Pride of the Prairie Partner Application Form

Applications need to be received by **Friday, May 17** to be included in the 2013-14 local foods guide

**Please provide the following information, these (\*) items as they should appear in the online directory and print Local Foods Guide.**

<b>*Name of Business:</b>	Contact Name(s):
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**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: _____

**\*Address:**

<b>*City:</b>	<b>*State:</b>	<b>*Zip:</b>
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Mailing address (if different):

**\*Business phone number:**

**\*Website:**

**\*Email Address:**

**Production practices (For farm partners only. Pride of the Prairie will share information about your practices in our guide as we are able and share with customers if requested):**

<p><b>Certifications (check all that apply):</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Certified Organic</li> <li><input type="checkbox"/> Food Alliance Certified</li> <li><input type="checkbox"/> Animal Welfare Approved</li> <li><input type="checkbox"/> Non-certified organic (follow all NOP regulations but gross less than \$5,000 annually)</li> <li><input type="checkbox"/> Other (please specify):</li> </ul> <p><b>Production practices (check all that apply):</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I do not use any synthetic herbicides or pesticides</li> <li><input type="checkbox"/> I use integrated pest management (IPM)</li> </ul>	<p><b>Production Practices (check all that apply):</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I use practices that conserve soil</li> <li><input type="checkbox"/> I use methods that preserve water quality</li> <li><input type="checkbox"/> I employ practices that protect wildlife habitat</li> <li><input type="checkbox"/> I conserve on-farm energy use</li> <li><input type="checkbox"/> I minimize product packaging</li> </ul> <p>If you raise livestock:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I humanely treat livestock</li> <li><input type="checkbox"/> I do not use feed that contains antibiotics</li> <li><input type="checkbox"/> I use organic feed</li> <li><input type="checkbox"/> My livestock are pastured or free range</li> <li><input type="checkbox"/> My livestock are 100% grass-fed</li> </ul>
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**In which of the following markets do you currently sell or have interest in selling your locally grown/produced products?**

<ul style="list-style-type: none"> <li><input type="checkbox"/> CSA</li> <li><input type="checkbox"/> U-Pick</li> <li><input type="checkbox"/> Home Delivery</li> <li><input type="checkbox"/> Online</li> <li><input type="checkbox"/> Farm or Roadside Stands</li> <li><input type="checkbox"/> On-farm sales (<i>other than "U-Pick"</i>)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Farmers Markets</li> <li><input type="checkbox"/> Stores or retailers</li> <li><input type="checkbox"/> Restaurants</li> <li><input type="checkbox"/> Institutions (schools, hospitals, etc)</li> <li><input type="checkbox"/> Wholesalers/brokers</li> <li><input type="checkbox"/> Other (please specify)</li> </ul>
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## Business Description:

This is the description that will appear in the [www.prideoftheprairie.org](http://www.prideoftheprairie.org) online directory and print local food guide. Farms may highlight their practices or how to access their products. Other businesses may highlight which local foods they serve or sell. **Do Not Exceed 25 words (you can edit your listing in the online directory later).**

## As a local partner of the Pride of the Prairie Buy Fresh Buy Local® Chapter, I agree to the following:

- My organization is located in/near and supports local foods efforts in West Central and Southwest Minnesota
- I accept the goals of the Pride of the Prairie 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 West Central and Southwest Minnesota.*
- I will support the publicity efforts of the Pride of the Prairie Chapter.
- I have read and understand the partner criteria.
- I will display the Buy Fresh Buy Local Partner circle.
- In creating advertising materials, I will use the styles, colors and formats as trademarked by the Food Routes with no modification to maintain the integrity of brand and visual strength connection with locally grown goods or appropriate services, and abide by trademark limitations.
- I will work with other chapter partners to develop local foods initiatives in the region
- I will post any events I host related to Buy Fresh Buy Local to the list serve (UMMFOODIES@lists.umn.edu)

If your business for any reason does not qualify to be listed in the Food Guide, your registration fee will be returned in full. Inclusion of your business in the Food Guides is at the sole and absolute discretion of Buy Fresh Buy Local Pride of the Prairie Chapter

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Partner Fees

Description	Cost	Amount Due
Join BFBL Pride of the Prairie as partner (includes inclusion on website directory and acceptable use of BFBL logo)	\$0	\$0
Optional: Inclusion in 2013-2014 local foods print guide	\$25	
Optional: Advertisement in print guide (see enclosed price sheet)	\$60-\$500	

Total Enclosed: \_\_\_\_\_

**Checks payable to "University of Minnesota"**

**Please mail your check and completed application form to:**

Naomi Wentz • West Central ROC • 46352 State Hwy 329 • Morris, MN 56267

Direct questions to Ryan Pesch, Pride of the Prairie Chapter Chair, at [pesch@umn.edu](mailto:pesch@umn.edu) or 218-770-4398

# Advertisements

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## 2013-2014 *Buy Fresh Buy Local Upper (BFBL) Pride of the Prairie Local Foods Guide*

You have the opportunity to further promote your farm, farmers market, institution, organization, or business in the 2013-2014 *Pride of the Prairie Local Foods Guide* through an advertisement.

### **Ad pricing and size options:** (width x height)

- 1.)  \$60 small square (2.1667 inches x 2.1667 inches)
- 2.)  \$120 medium rectangle (2.1667 inches x 4.5834 inches)
- 3.)  \$155 large rectangle (2.1667 inches x 7.0000 inches)
- 4.)  \$210 medium square (4.5834 inches x 4.5834 inches)
- 5.)  \$300 XL horizontal rectangle (7.0000 inches x 4.5834 inches)
- 6.)  \$600 Whole page (7.0000 inches x 10.0000 inches)

Ads \*ready for print may be emailed to Anne Borgendale with Borgendale Associates at [anne.borgendale@gmail.com](mailto:anne.borgendale@gmail.com).

If you need assistance in composing an ad, please contact Anne at (320) 226-7292 or [anne.borgendale@gmail.com](mailto:anne.borgendale@gmail.com).

Anne can also provide assistance with designing ads. The design fee is \$40 for ad sizes 1-2. The design fee is \$75 for ad sizes 3-6.

**Ads need to be submitted and paid for by Friday, May 17, 2013.**

\*Ready for print means:

- Ad is a .TIFF or .PDF file
- Ad is black and white
- All images in ad have a resolution of 300 dpi

Checks for ads should be made out to "University of Minnesota" and mailed to Naomi Wentz, West Central ROC, 46352 State Hwy 329, Morris, MN 56267.

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