

# Buy Fresh Buy Local Business Member Application

Buy Fresh Buy Local Campaign  
C/o Capital RC&D, 401 E. Louthier St., Suite 307, Carlisle, PA 17013



*South Central Buy Fresh Buy Local is a chapter of the Pennsylvania Buy Fresh Buy Local Campaign (buylocalpa.org) and is comprised of 8 counties in south central Pennsylvania. Buy Fresh Buy Local is a consumer awareness campaign. The intent is to promote the consumption of local farm products as well as raise awareness of the benefits to individuals and communities associated with buying locally-produced food. The logo and materials developed for use throughout the state and country create a nationally-recognizable brand that distinguishes local products. For more information about the campaign contact: Capital RC&D Area Council, (717) 241-4361 or scbfbf@capitalrcd.org*

## Who Should Join?

*Locally owned:*

\* Restaurants      \* Bakeries      \* Retail Grocers      \* Butchers      \* Wineries

...and other food purveyors and processors that produce and/or use local food products. A commitment to purchasing and promoting local foods should be a stated marketing message or principle of the business.

## What are the Criteria?

**Restaurants:** At least two menu items must feature locally produced ingredients and be identified with signage. *Must be working to increase local food offerings*

**Grocers/Retailers:** Locally produced foods must be displayed and labeled. An average of 10 products available. *Must be working to increase local foods offerings*

**Bakeries:** Local ingredients must be promoted (minimum of 2). *Must be working to increase use of local ingredients*

**Butchers:** Must offer local meats for sale and identify with signage. Be working to increase local meat offerings and *make them an increasing percentage of sales*

**Wineries:** "Native to Region" wine license and must use own grapes and/or fruit or purchase grapes/fruit within the region

**Cheese Makers and other Food Processors:** Primary ingredients must be locally grown. Primary market must be within the region

**Others:** Not sure if you qualify? Contact us and we will be happy to talk with you

## What are the Benefits?

- Use of the South Central Buy Fresh Buy Local logo for printed materials & advertising
- Assistance with planning & promoting a local foods event hosted at your business
- A beautiful, full color Buy Fresh Buy Local poster for display in your business or office
- South Central Buy Fresh Buy Local merchandise at cost (shirts, tote bags)
- Listing in the South Central Buy Fresh Buy Local, *Local Food Guide*
- Eligibility to participate in Frequent Buyer and other promotion programs

**ANNUAL FEE:** \$100/year for 2010 Partnership  
*Payable to Capital RC&D-BFBL*

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

Contact Person: \_\_\_\_\_

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

Type of Business: \_\_\_\_\_

Business Location and Hours of Operation: \_\_\_\_\_

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Local items currently sold or used: \_\_\_\_\_

Would you like support in identifying local producers?: Y / N

**Buy Fresh Buy Local Agreement:**

*By joining the South Central chapter of Buy Fresh Buy Local, we agree to make the use of local foods a primary part of our business strategy. We agree to provide the chapter with copies of any BFBL publicity that our business designs or is the subject of. I/we will not abuse the use of the Buy Fresh Buy Local graphics in any way and agree only to use them on items that are grown and marketed in south central Pennsylvania.*

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

**Enclose check for \$100.00 to Capital RC&D – BFBL**

**And mail to:**

**Capital RC&D Area Council**

**Attn: BFBL**

**401 E. Louther St., Suite 307**

**Carlisle, PA 17013**

*Buy Fresh Buy Local® is a national campaign of FoodRoutes Network, to promote locally grown foods and is supported in Pennsylvania by the Pennsylvania Association for Sustainable Agriculture (PASA). In South Central Pennsylvania, Capital RC&D is the project sponsor and contact.*

