



TO: South Central Pennsylvania Farms and Farmers Markets that retail directly to consumers

FROM: South Central Pennsylvania Chapter of Buy Fresh Buy Local

DATE: March 11, 2010

RE: Application to join the Buy Fresh Buy Local Campaign

Many of us have heard the fact that the majority of food consumed in the U.S. travels an average of 1500 miles from farm to table. How can consumers know if their next meal came from a local farm, another state, or another country? The Buy Fresh Buy Local® campaign is a national branding campaign available to farmers and farmers markets who direct market locally produced food and beverages. Customers in the region will recognize the Buy Fresh Buy Local® logo and will trust that it means they are buying from and supporting local agriculture. In addition, the campaign is supported statewide by the Pennsylvania Association for Sustainable Agriculture (PASA) and throughout the south central region by Capital RC&D.

Why should you join? Membership will entitle you to:

- Use of the Buy Fresh Buy Local® logo, a nationally recognized brand, to help your farm products and farmers markets stand out.
- A CD-ROM containing the logo in a number of different graphic styles for posters, stickers and shelf talkers
- Highlighted listing in our 2010 Local Foods Guide; distributed both in printed form at events and farmers markets and online at [www.capitalrcd.org](http://www.capitalrcd.org)
- Ability to reach interested consumers by placing announcements in the South Central Chapter e-newsletter, blog, and Facebook page
- Extra benefits to your [www.buylocalpa.org](http://www.buylocalpa.org) profile such as unlimited photo uploads, the ability to post your own events, create rewards for members of the Good Food Neighborhood, and use the Partner badge on your profile

The membership fee has been set to defray costs of mailings and CD-ROM production.

To join simply send the completed application, check for the appropriate fee (per member type), and a signed copy of the Local Partner Agreement to the address listed on the application. Please contact Cheryl Burns, Chapter Coordinator, at 717-241-4361 or at [cherylsburns@gmail.com](mailto:cherylsburns@gmail.com) if you have any questions

We're excited for all that the South Central Chapter of Buy Fresh Buy Local® can be and hope you will consider joining our efforts to increase awareness of local foods!

# BUY FRESH BUY LOCAL MEMBERSHIP APPLICATION

*Become a member of the Collaborative National Program to Support Local Food Systems!*



*Are you currently selling locally grown farm products directly to the public? How about letting the masses know about you with help from the South Central PA Buy Fresh Buy Local campaign! Please fill out the application below to become an active member. Membership fees and benefits are listed below.*

## ~Membership Benefits~

- √ Use of the Buy Fresh Buy Local logo for advertisement. Members will be given a CD-ROM with multiple graphics that can be used for banners, signs, posters, buttons, stickers, etc. The CD also includes educational items about the importance of local food. The success of the program rests on careful and coordinated use of the BFBL name and distinctive graphic marks.
- √ Inclusion in business announcements on the monthly e-newsletter
- √ Ability to list activities/products in the consumer e-newsletter.
- √ A guaranteed listing in the Buy Fresh Buy Local Consumers Guide and Wholesale Guide.
- √ Expanded profile opportunities on [www.buylocalpa.org](http://www.buylocalpa.org)

## ~ Membership Fees~

Membership Type	Cost (PASA Member)	Cost (non-PASA member)
Farm	\$25/year	\$35/year
Farmers' Market	\$40/year	\$50/year

## ~ Membership Obligations~

- √ Farmers' markets can use BFBL materials only to promote their markets. Vendors must join individually to use signage and point of purchase materials
- √ All Members must renew their membership annually by registering with Capital Area Resource Conservation & Development (Capital RC&D). Membership criteria are used to assure that foods promoted with BFBL marketing materials are locally grown or produced.
- √ BFBL products must be traceable to a specific farm. BFBL materials should be used only for locally grown products. BFBL members that also retail non-locally produced items are expected to take care that such products are properly labeled to distinguish from the local foods. Example: Georgia Peaches

If you have any questions about the Buy Fresh Buy Local Program, please call: Capital RC&D (717) 241-4361. For an electronic version of this application, please email Cheryl Burns: [cherylsburns@gmail.com](mailto:cherylsburns@gmail.com)

**SOUTH CENTRAL PENNSYLVANIA BUY FRESH BUY LOCAL**

**MEMBERSHIP APPLICATION**

*Please answer all questions applicable to your farm or farm market.*

**Please specify which membership level applies to you:** \_\_\_\_\_

**Farm/Farm Market Info:**

**Grower Name:** \_\_\_\_\_

**Farm/Market Name:** \_\_\_\_\_

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

**Location of Market (if different):** \_\_\_\_\_

**County:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Web-site:** \_\_\_\_\_

**Farm Market Description (Number of Vendors, Growers only):**

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\_\_\_\_\_  
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**Products Grown/Amount:** Please include information about units per week: pounds/bushels/quarts/etc. or other indication of scale of harvest or size of buyer you can supply. If necessary, attach additional sheets.

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## **Sustainability**

The legal definition of "**sustainable agriculture**" (U.S. Code Title 7, Section 3101) is *"an integrated system of plant and animal production practices having a site-specific application that will over the long-term satisfy human food and fiber needs; enhance environmental quality and the natural resource base upon which the agriculture economy depends; make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls; sustain the economic viability of farm operations; and enhance the quality of life for farmers and society as a whole"*.

**Given the above definition, what methods of sustainable agriculture does your farm currently practice, or plan on practicing in the future?**

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**Would you be willing to take part in a sustainable agriculture learning group to learn more about what your farm can do to be more sustainable?**

**(Circle one)**

**Yes / No**

## **Marketing Information**

**Does your market practice a no re-selling or limited re-selling policy that demonstrates a commitment to local foods?**

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**How do you currently sell your product (CSA, wholesale, farmers markets, or farm stand)?**

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**Do you offer delivery?** If so, by what methods? With what frequency? Do you have minimum delivery requirements? What is your delivery range (miles/time)? Is pick-up available? At what location(s)?

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**Additional Info/Comments:**

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**We are always looking to expand Buy Fresh Buy Local membership levels. Please list any recommendations for additional participants:**

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**If necessary to confirm any of this information, what is the best time/method to reach you?**

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**Would you be willing to allow us to feature your farm enterprise in our e-newsletter or other outreach?**

**(Circle one)**

**Yes / No**

**Please Return Completed Application to:**

**Capital RC&D  
Attention: BFBL  
401 E. Louthier St., Suite 307  
Carlisle, PA 17013**