



Thank You

for your interest in becoming a Buy Fresh Buy Local® West Virginia Partner.

➤ Steps to Becoming a Partner!

1. Review application and partnership agreement
2. Complete the application packet & gather supporting documentation
3. Submit the application & supporting material with check payable to:
WVFMA/BFBLWV
1932 Girl Scout Camp Road
Bruceton Mills, WV 26525

- ✓ **Application Packet Checklist**
- Completed and signed application
 - Signed Partnership Participation Agreement
 - Any supporting documentation needed

Or use PayPal™ online at www.wvfarmers.org/buylocalwv

Questions? Contact us at bfblwv@gmail.com or 304-379-7800

Tell us about potential partners in your area!

Help us spread the word about Buy Fresh Buy Local® West Virginia. Please email or include with your application: names and contact info for farms, restaurants, processors, wineries, retailers and institutions who you think may be interested. We will gladly mail them an application packet. Thank you for your help!

A project of the West Virginia Farmers Market Association (wvfarmers.org), Buy Fresh Buy Local® West Virginia (wvfarmers.org/buylocalwv) is a chapter of the FoodRoutes Network (FoodRoutes.org), a nonprofit organization that coordinates Buy Fresh Buy Local® chapters nationally and provides technical support to community groups working across the country.

Buy Fresh Buy Local® West Virginia

**Partner Application
Farmers**

Farm name: _____

Contact person: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ County: _____

Farm Location/Directions:

Email:

Website/URL address:

Marketing method (circle any that apply):
Farm Stand / CSA / Farmers Markets / Other _____

Do you sell anything that you do not grow yourself? If so, what, and where does it come from?

Any Specialty Items:

By joining the West Virginia chapter of Buy Fresh Buy Local, I agree to use my knowledge, skills and land to grow high quality products that will be sold primarily in the West Virginian foodshed. They will be marketed in a manner that preserves their quality. I agree to provide the chapter with copies of any relevant publicity that my farm designs or is the subject of. I will not abuse the use of the Buy Fresh Buy Local graphics in any way and agree only to use them for promotion of my farm and items that come from my farm.

Signature: _____ Date: _____

Buy Fresh Buy Local® West Virginia

**Partner Application
Farmers Markets**

Name of market: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

County: _____

Website/URL address: _____

Market Physical Location:

Primary market Hours/Days/Months of operation:

Secondary market Hours/Days/Months of operation (if applicable):

Contact person, title, phone number & email

By signing below _____ Farmers Market agrees to:

- Forbid brokering and/or the resale of produce from outside the WV foodshed.
- Provide BFBLWV with copies of any relevant market publicity.
- Use the Buy Fresh Buy Local® materials only for market promotion.
- Provide BFBLWV with a roster of all vendor farmers who attend the market, complete with contact information. *Farmers must join the chapter individually if they wish to use the materials on their own individual items or as part of their display.*

Signature: _____ Date: _____

Title: _____

Buy Fresh Buy Local® West Virginia

Partner Application
Restaurants, Food Processors, Bakeries,
Wineries, Breweries, Butchers, Retailers

Name of business: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ County: _____

Website/URL address: _____

Hours/Days of operation: _____

Contact person, title, phone number & email

Wineries: What percentage of grapes/fruit used in your wine is grown on your farm and/or purchased from within the WV foodshed?

What farms, suppliers or processors have you bought from in the past year?

What are the primary products you buy from local farms?

How often do you buy from local farms?

Is buying local foods a stated goal of yours and/or do you advertise local food on your menu or other promotional material? Yes No

By signing below you agree to:

- Continue supporting local farms by buying local foods
- Supply BFBLWV with the contact information for farms/processors from which you purchase products
- Supply invoices and other proof of purchasing local foods upon request
- Upon request provide copies of promotional material that demonstrates the business’s commitment to buying locally
- 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, produced and marketed in the West Virginia foodshed.

Signature: _____ Date: _____

Title: _____

Buy Fresh Buy Local® West Virginia

Partner Application
Institutional Cafeterias

Name of institution: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ County: _____

Website/URL address: _____

Hours/Days of operation: _____

Contact person, title, phone number & email

What farms, suppliers or processors have you bought from in the past year?

What are the primary products you buy from local farms?

How often do you buy from local farms?

Is buying local foods a stated goal of yours and/or do you advertise local food on your menu or other promotional material? Yes No

By signing below you agree to:

- Continue supporting local farms by buying local foods
- Supply BFBLWV with the contact information for farms/processors from which you purchase products
- Supply invoices and other proof of purchasing local foods upon request
- Upon request provide copies of promotional material that demonstrates the institution’s commitment to buying locally
- 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, produced and marketed in the West Virginia foodshed.

Signature: _____ Date: _____

Title: _____



BUY FRESH BUY LOCAL®

A Collaborative National Campaign

**BUY FRESH BUY LOCAL® WEST VIRGINIA
PARTNER PARTICIPATION AGREEMENT**

The West Virginia Farmers Market Association (WVFMA) serves as the Local Chapter Affiliate of the Buy Fresh Buy Local® Program in West Virginia (BFBLWV). As West Virginia Local Chapter Affiliate, WVFMA/BFBLWV has established eligibility requirements and participation guidelines for entities and individuals wishing to participate in this trademarked program as Local Partners.

WVFMA/BFBLWV are required to ensure that our local partners fulfill the obligations to Food Routes Network, the National Coordinator of the Buy Fresh, Buy Local® Program. This agreement recognizes your agreement to the following terms and conditions:

1. ELIGIBILITY GUIDELINES

If your organization is located within the West Virginia foodshed (within the West Virginia borders or within 50 miles of the WV border) and wishes to participate in BFBLWV as a local partner, see the list below for partner types and associated fees.

Partner Type	Annual Fee
Farmer: Individuals who grow, produce or raise farm products for consumption within the WV foodshed.	\$35 WVFMA/BFBLWV (Dual Membership)
Farmers Market: Limited to those farmers markets that are producer-only markets and do not allow the resale of non-local food from outside the WV foodshed. Also includes WVFMA on-farm stands.	\$65 WVFMA/ BFBLWV (Dual Membership)
Restaurants and other Food-related Businesses that support local foods (Includes: Restaurants, Food Processors, Bakeries, Wineries, Breweries, Butchers, and Retailers)	\$90
Institutional cafeterias (hospitals, school, etc.) that support local foods	To Be Determined*
Other: If you would like to become a partner, but do not feel that you fit in any of the categories, please contact the Local Chapter steering committee.	To Be Determined*

*Please contact the Buy Fresh Buy Local® West Virginia steering committee at bfblwv@gmail.com

Note: If you are a member of a BFBL chapter in a nearby state or region and would also like to be a BFBLWV partner, you will receive a 25% discount on your BFBLWV membership. Proof of other BFBL chapter membership is required.

Organizations that meet the criteria outlined below may apply to become a Buy Fresh Buy Local® West Virginia Partner. Becoming a Buy Fresh Buy Local West Virginia Partner includes an annual application, fee, and a commitment to the following goals:

I pledge to help expand local markets for local growers, increase the consumption of local, healthy food, diversify the economic base, and protect the ecological resources of the WV foodshed.

I will strive on my farm or in my business/organization to continually improve my use of practices that conserve soil, protect water quality and wildlife habitat, are humane to animals, and fair to employees and business associates.

Farmers

- Farmers are eligible that grow or raise food or other agricultural products in the BFBLWV foodshed primarily for consumption in that same foodshed.
- If farmers sell products not grown or raised on their farm, then those products must be traceable to a farm in the BFBLWV foodshed (as in the case of a farmers' cooperative or on-farm stand that includes other local produce).

Farmers with a similar local focus that reside outside the BFBLWV foodshed may be approved for membership based on one of the following exemptions:

- Participation in a market within the WV foodshed where the BFBL promotional materials will be used.
- Production of a product that is not readily available in the WV foodshed.
- Ability to significantly/uniquely stimulate the local food economy within the WV foodshed.

Despite these exemptions, farmers who reside outside the WV foodshed and in an area that already has an existing BFBL chapter are encouraged to be a member of their local chapter first and foremost. A 25% discount on BFBLWV membership will be given to those farmers who already have another BFBL membership.

Farmers Markets

Eligible are markets that:

- Are located within West Virginia state borders.
- Are producer-only markets, do not allow brokering and/or the re-sale of produce from outside the WV foodshed area. Farmers markets will only sell other products which reasonably serve the public or enhance the market's diversity, such that the majority of goods are sold to the public directly by local growers of those products so that no consumer confusion occurs over the meaning of "local."
- Supply BFBLWV with a roster of farms selling at the market, complete with mailing addresses.

Partner farmers markets can use BFBL materials only to promote their markets. Farmers must join individually to use signage, point of purchase, or other BFBLWV materials.

Restaurants and other Food-related Businesses

Eligible are restaurants, processing facilities and commercial kitchens, artisan bakeries, wineries & breweries, butcher shops, and retailers that meet the following guidelines.

- Restaurants must use at least three featured or primary ingredients in their offerings from a farm within the WV foodshed monthly, year-round. Include a copy of your menu(s) or other promotional materials highlighting local food offerings.
- Processor's and commercial kitchen's primary market must be in the BFBLWV foodshed. They must buy at least 25% of their ingredients from farmers/producers within the WV foodshed.
- At least 25% of the products produced by a bakery must use products from a farm within the WV foodshed monthly, year-round.
- At least 25% of the grapes/fruit used by wineries must be their own grapes/fruit or purchased grapes/fruit from within the WV foodshed.
- Breweries must be located within WV state borders and be working to increase purchasing of WV ingredients.
- Butcher shops must offer local meats for sale year-round and identify with signage, as well as be working to increase local meat offerings and make them an increasing percentage of sales.
- Retailers must buy from farmers/producers within the WV foodshed for food preparation or resale. They must have at least three products from a WV foodshed farm per month, year-round. They must highlight, clearly label and provide permanent space for local products, such that they can visually compete with more established brands and produce.

All food-related businesses must:

- Demonstrate a commitment to purchasing and promoting local foods through stated marketing strategy/message or values/principles of the business.
- Supply BFBLWV with a list of farms from which WV foodshed products are purchased.
- Agree to participate in an annual survey to demonstrate a commitment to buying local and gauge economic impact.

Some food-based processors such as food artisans, wineries and breweries that do not buy the majority of raw ingredients from partner farms, may be approved by meeting the following conditions:

- The product is documented to be not readily produced in the WV foodshed from local sources.
- The ingredients are documented to be not readily available in the WV foodshed.
- The processor is able to document that it significantly/uniquely stimulates the local food economy.
- The processor documents its efforts to buy local ingredients when available.
- A commitment to promoting local foods should be a stated and demonstrated message or value of the business.

Institutional Cafeterias

Eligible for membership are hospitals, schools and other institutions that:

- Use at least three featured or primary ingredients in their offerings from a farm within the WV foodshed monthly, year-round. Include a copy of your menu(s) or other promotional materials highlighting local food offerings.
- Demonstrate a commitment to purchasing and promoting local foods through stated marketing strategy/message or values/principles of the institution.

2. CONTROL OVER USE OF MARKS

The success of the Buy Fresh Buy Local® Program rests on careful and coordinated use of the Buy Fresh Buy Local® name and distinctive graphic marks. FoodRoutes Network holds all rights to the Buy Fresh Buy Local® name, marks and designs, and any marks or designs developed for regional use. FoodRoutes Network, and on its behalf, the Local Chapter Affiliate, the WEST VIRGINIA FARMERS MARKET ASSOCIATION, retains ultimate control over use of the Buy Fresh Buy Local® name, marks and designs.

The local partner agrees to the following conditions:

- To use logos, tag lines, and information provided in the introductory packet in all program publicity; all materials will reflect the WV foodshed by using local photos and farm/business names.
- To use the styles (colors, fonts, etc.) as used in the logos and tag lines to maintain the visual strength of the campaign; BFBLWV Local Partners will credit BFBLWV and Food Routes Network as partners whenever possible; and stress the Key Messages in all marketing including presentations and interviews.
- To NOT print donors/members/sponsors logos on any promotional materials.
- To modify Buy Fresh Buy Local® Program materials only with the approval of the Local Chapter Affiliate.
- To provide the Local Chapter Affiliate with clippings, tapes, downloads or other records of significant public responses to the Buy Fresh Buy Local® Program.
- To provide the Local Chapter Affiliate with annual updates on the impact of the Buy Fresh Buy Local® Program.
- To stop any and all use of the Buy Fresh Buy Local® name, marks and designs if so requested by the Local Chapter Affiliate or FoodRoutes Network.

3. TERMS OF PARTICIPATION

A local partner in good faith will carry out the following duties:

- Support publicity efforts;
- Display Buy Fresh Buy Local® Program materials in connection with goods or services, as approved by the Local Chapter Affiliate;
- Work with other local partners and the Local Chapter Affiliate to develop regional initiatives within the Buy Fresh Buy Local® Program;
- Cooperate in other aspects of the Buy Fresh Buy Local® Program as suggested by the Local Chapter Affiliate.

4. LOCAL PARTNER FEE

The BFBLWV Local Partner shall pay the annual licensing fee in order to use the BFBLWV resources. The BFBLWV Local Chapter Affiliate reserves the right to adjust or modify this fee schedule for individual local partners in accordance with ability to pay.

5. LENGTH OF CONTRACT

The annual licensing fee entitles your organization to utilize the materials, information, and logos contained in the introductory packet **for one year from the date when your application is approved**. At the end of your partnership year, the Local Chapter Affiliate will send an invoice to your organization for the subsequent annual licensing fee. The local partner agrees to pay this fee in order to maintain local partner status and to retain the right to utilize the local partner materials, logos, and information.

6. DECISIONS REGARDING THE PROGRAM

Your organization agrees to abide by decisions made by the Local Chapter Affiliate and the FoodRoutes Network concerning appropriate execution of the Program, including guidance as to appropriate uses of the Buy Fresh Buy Local® name, marks and designs.

7. YOUR ORGANIZATION'S DEPARTURE OR REMOVAL FROM THE PROGRAM

Your organization may cease to be a local partner at any time by providing written notice to BFBLWV. If your organization leaves the Program voluntarily, except as provided in Section 8 below, it shall not be entitled to any refund of fees or other payments. BFBLWV may, at its discretion, remove your organization as a local partner by providing written notice to you. If BFBLWV removes your organization from the Program for some reason other than direct and blatant violation of the above-outlined rules, BFBLWV will deliver to your organization a prorated share of any fees or other payments made by your organization in anticipation of future participation in the Program. **BFBLWV promotional materials in your possession must be returned to the chapter affiliate within 30 days of departure or removal.**

8. DEPARTURE FROM THE PROGRAM

If BFBLWV ceases to serve as a Local Chapter Affiliate, then your organization may choose to leave the Buy Fresh Buy Local® Program, in which case BFBLWV will deliver to your organization a prorated share of any fees or other payments made by your organization in anticipation of future participation in the Program, except in the case that BFBLWV has disbanded due to total lack of funds. Your organization may choose to remain as a local partner, in which case the FoodRoutes Network, will ensure that your organization continues to receive appropriate guidance and assistance as a participant in the Buy Fresh Buy Local® Program.

9. SURVIVING COMMITMENT

If your organization leaves the Program for any reason, voluntarily or involuntarily, its agreement to abide by Section 2 concerning control over use of the Buy Fresh Buy Local® name, marks and designs will survive indefinitely.

I, _____, have read the above Terms and Conditions and agree to comply with them as a *Buy Fresh Buy Local® West Virginia* partner for one year from the date of approval of my application.

Witnessed and signed by:

WEST VIRGINIA FARMERS MARKET ASSOCIATION, *Buy Fresh Buy Local®* Local Chapter Affiliate, on its own behalf and as an agent of the Chapter Program.

By: _____
Sign your name

By: _____
WVFMA/BFBLWV Signature

Print your name

Print WVFMA/BFBLWV name

Print title or organization name

West Virginia Farmers Market
Association, *Buy Fresh Buy Local®* WV

Supporting Information (or attach separate sheets):

