

Community Alliance with Family Farmers

Buy Fresh Buy Local Guidelines for Members



ABOUT BUY FRESH BUY LOCAL IN CALIFORNIA

CAFF serves as the California Buy Fresh Buy Local (BFBL) Regional Chapter. CAFF farmer and business members may choose to sign on as BFBL members. CAFF's BFBL program is a marketing and educational program that works to increase consumer demand for and access to fresh, local food through education, outreach, and technical assistance. Consumers recognize the BFBL designation and are increasingly seeking out businesses that provide fresh, local product. CAFF operates the statewide program and runs campaigns in staffed regions.

CAFF program regions:

- Central Coast
- North Coast
- Redwood Coast
- Sacramento Valley
- San Francisco Bay Area
- Santa Clara Valley

MEMBER BENEFITS:

- Membership in a statewide and/or regional effort to promote local foods.
- Access to the locally, regionally, and nationally recognized Buy Fresh Buy Local logo and tagline.
- Electronic copies of the logo and label for use on print materials, online marketing, signage, etc. (as stipulated in the terms of agreement)
- Sample point-of-purchase materials. Additional amounts of these materials may be purchased at cost through CAFF.
- A window decal to display at your farm or business.
- Inclusion in any local chapter campaign efforts, such as events, local food guide production, etc.
- A listing in the BFBL searchable database on CAFF's website and in any printed local food guides.
- We will promote your business and any associated events that feature local foods through our website, email newsletter, and social networking presence.
- Members may notify CAFF in advance of any special events or happenings involving their business to enable CAFF to promote them via BFBL's networking channels. Members are also encouraged to further support marketing and educational efforts of the overall BFBL campaign by participation in local fundraising and educational BFBL events through hosting, donation, sponsorship, or personal participation.

TERMS OF AGREEMENT

- All edible products grown or raised on California family farms in are considered local foods. Processed or prepared foods' primary ingredient must be sourced from a family farm in California and produced in California to be considered local products.
- BFBL materials may only be used by current, paying members, and only in their unmodified and official forms.
- BFBL signage may be used to designate the business or farm as a qualified BFBL member onsite, in advertisements, on marketing materials, and in events.
- Items/products labeled as BFBL must be traceable to a specific farm and farm location in California.
- Members agree to create a business profile on CAFF's website.
- Members agree to participate in an annual survey for the purpose of gauging local economic impact and providing feedback to the BFBL program and campaigns.
- Membership must be renewed annually. If membership is not renewed, or if a member is removed or voluntarily withdraws from the program, the member agrees to discontinue all use of brand graphics and language and remove the displayed logo from all property.
- A member may withdraw from the program voluntarily at any time by providing written notice to CAFF. CAFF may, at its discretion, remove a member who fails to honor this agreement. In either case, the member is NOT entitled to any refund of fees.
- Controls over Use of Marks. The success of the Chapter Program rests on careful and coordinated use of the "Buy Fresh Buy Local" brand and distinctive graphic marks. FoodRoutesNetwork (FRN) owns and holds all rights to the brand name, marks and designs, and any marks or designs developed for regional and local use. FRN, on behalf of the "Buy Fresh Buy Local" Chapter Program as a collective, manages the brand name, marks and designs and any marks or designs developed for regional use. Notwithstanding any other arrangement, or provision of this Master Agreement, the FRN retains ultimate control over use of the "Buy Fresh Buy Local" name, brand, marks and designs. The parties to this Master Agreement and the Local Partners agree that they will:
 - Use logos, tag lines, and key messages identified in the Toolbox in all Chapter Program publicity;
 - Use the styles (colors, fonts, etc.) described in the toolbox, to maintain the visual strength of the Chapter Program;
 - Clear any desired modification of Chapter Program materials with the Regional Chapter Affiliate or National Coordinator, as appropriate:
 - Identify other Chapter Program participants, where appropriate, as described in the "boilerplate text" section of the toolbox;
 - Provide the Regional Chapter Affiliate or National Coordinator, as appropriate, with clippings, tapes, downloads or other records of significant public responses to the Chapter Program; (see reporting requirements)
 - Provide the Regional Chapter Affiliate and National Coordinator with annual updates on the impact of the Chapter Program; and
 - Desist from any or all use of the "Buy Fresh Buy Local" name, marks and designs or any approximation of the brand if so requested by FRN.

MEMBER ELIGIBILITY

Farmers

- Family-managed farms using sustainable agricultural practices that preserve and/or help to maintain a healthy environment for soil, water, air and the natural habitat of the area.
- A family farm is one where the family is actively engaged in working on the farm.

Farmers Markets

- Farmers markets can only use BFBL materials to promote their markets as a whole. Individual vendors must join individually to use signage and point of purchase materials.
- Farmers markets must be predominately made up of local food/product producers with limited re-selling.

Retail and Food Service Operators (Restaurants, Institutions, etc.)

- BFBL members must purchase in-season items monthly from at least 2 CAFF BFBL farmers.
- Local products must display the BFBL logo and be source-identified by farm name and location at point of sale.
- BFBL members must have a stated commitment to purchasing and promoting local foods/products and have a plan for increasing the use of those over time.

Distributors

- Members must sell or commit to sourcing product in-season from at least 5 CAFF BFBL members during each growing season. CAFF will supply a list of farmer members who are capable of supplying products to standards.
- Members must create a local line or identify local products in their regular availability lists so that customers can choose the local items when purchasing. Availability list must display the BFBL logo and source-identify products by farm name and location.

Others

- Any other BFBL member must be committed to promoting locally grown food.
- If the business purchases food, it must have a stated commitment to purchasing local foods/products directly from farmer or distributor members.

Member Name / Organization Name: _____

Member Signature: _____

Date: _____