

Become a Upper Minnesota River Valley Buy Fresh Buy Local Chapter PARTNER!



Buy Fresh Buy Local (BFBL) Upper MN River Valley is

- A **BRAND** that identifies the Upper MN River Valley region and its abundant supply of local sustainable, healthy foods.
- A **CAMPAIGN** that helps people understand food systems and to make ethical and sustainable choices.
- A **CHAPTER**, with partners representing the various sectors of a local food system, working together to promote healthful, sustainable and ethical food choices.

The Upper MN River Valley Buy Fresh Buy Local Chapter Structure

A Local Partner of the Upper MN River Valley Buy Fresh Buy Local chapter is a farm, a small-scale processor utilizing local farm products, farmers' market, or a retail business, such as a restaurant, caterer, food cooperative, or locally owned retail grocery store selling local products. Partners can also be organizations, government agencies, chambers of commerce, tourism bureaus and individuals who can endorse the chapter goals and participate in chapter activities.

A **Steering Committee**, composed of farmers and other market partners and collaborating organizations meets regularly to guide the activities of the Upper MN River Valley Chapter. The University of Minnesota West Central Partnership hosts the Chapter and staffs the steering committee.

Structure of Buy Fresh Buy Local

The Upper MN River Valley chapter is one of the 70 Buy Fresh Buy Local chapters in the United States coordinated by the national Food Routes Network and its regional chapter affiliates. The brand was originally developed in 2002 as part of the **Pride of the Prairie Local Foods System** initiative lead by the Land Stewardship Project along with partners Sustainable Farming Association of Minnesota, Morris Prairie Renaissance, Pomme de Terre Food Coop, Prairie Renaissance Cultural Alliance, University of Minnesota (the Morris campus, West Central Research and Outreach Center, and Extension), Sodexo Campus Services, and area farmers.

Three chapters in MN: St. Croix River Valley, Red River Valley, and Upper MN River Valley (Pride of the Prairie) chapters, are associated with Land Stewardship Project, the regional chapter affiliate; Food Routes provides communication tools, organizing support and marketing resources to local chapters to create their own unique, community-based local food campaigns. The BFBL label is a registered trademark owned by Food Routes. All local chapters pay a yearly fee of \$500 to Food Routes or the Regional Chapter Affiliate. Each must sign onto the master agreement and also sign a chapter memorandum of agreement with Food Routes that outlines the chapter work plan and reporting requirements to Food Routes.



Goals of the Upper Minnesota River Valley Buy Fresh Buy Local Campaign:

- To expand local markets for sustainable grown local foods.
- To increase the consumption of local, healthy food.
- To diversity the economic base and agriculture landscape.
- To protect the natural resource of the Upper MN River Valley.

Geographic Region

The chapter includes partners in or near the land that drains to the Upper Minnesota River basin. The region includes several counties in Minnesota including: Ottertail, Traverse, Stevens, Douglas, Pope, Big Stone, Chippewa, Lac Qui Parle, Swift, Kandiyohi, Renville, and Yellow Medicine. Organizations, farmers and individuals physically outside the region, but with food system interest in the Upper MN River Valley are welcome to become partners.

Partner Responsibilities

- Support local foods efforts in the Upper MN River Valley region to achieve the chapter goals.
- Use sustainable practices that conserve soil, protect water quality and wildlife habitat, are humane to animals and fair to employees, business associates and consumers.
- Support publicity efforts of the Upper MN River Valley Chapter, using the styles, fonts, colors and designs as trademarked by Food Routes.
- Display the Buy Fresh Buy Local Upper MN River Valley Partner Circle.
- Collaborate with partners to develop local foods initiatives in the Upper MN River Valley.
- Post any events related to BFBL to the Pride of the Prairie “Foodies” listserv.
- Follow membership criteria when labeling products.

Partner Benefits

- Use of the market-tested label that conveys fresh and delicious foods to consumers.
- Access to a toolkit of designs for promotional materials.
- Access to promotional materials for resale, such as sturdy cotton grocery bags printed with the Buy Fresh Buy Local label.
- Partner decal to post on building or vehicle windows.
- Listed in the 2009 Local Foods Guide.
- Listed on the Pride of the Prairie website Partners listing (www.prideoftheprairie.org)
- Opportunities to help plan and participate in special BFBL events.
- Opportunities to develop marketing collaborations through connections with other partners in the Upper MN River Valley BFBL Chapter.
- Opportunities to promote appreciation and stewardship of the Upper Minnesota River Valley’s natural resources and recreational experiences.
- Identification with a popular progressive movement to increase consumption of healthy foods, keep family farms financially viable, and improve local economies.
- Access to Pride of the Prairie “Foodies listserv” (UMMFOODIES@LISTS.UMN.EDU)—communication among members, sharing of articles, meeting notices, etc.

How to Become a Local Partner of the Upper Minnesota River Valley Buy Fresh Buy Local Chapter

The signed agreement verifies that a partner understands the goals of the Upper MN River Valley Buy Fresh Buy Local Chapter and supports efforts to promote healthy, local foods. It verified that the local partner has access to the master agreement and understands how the chapter relates to the national network.

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. Farmers with a similar local focus that reside outside the Upper MN River Valley region may be approved as a Partner based on one of the following:

- A pre-existing market in the Upper MN River Valley region.
- A product that is not readily available in the Upper MN River Valley region.
- Their ability to significantly/uniquely stimulate the local foods economy.

Please note:

- The primary market for products promoted with BFBL materials must be in the Upper MN River Valley region.
- 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 the Upper MN River Valley Region. Please note:

- A commitment to purchasing and promoting foods should be a stated marketing strategy/message or value/

Local Partner Fees:

- \$10 for food producing farmers, food service, retailers, farmer markets, caterers serving local foods, and individuals (Vocal Locals)
- \$25 sponsorship representing organizations including: non-profit organizations, churches, agencies, public institutions, chamber of commerce, and government.

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 the Upper MN River Valley region. 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.



Checks payable to: University of Minnesota
Send to: U of M West Central Partnership 46352
State Hwy 329, Morris, MN 56267

2009 Local Partner Participation Agreement



Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

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 _____ |

As a local partner of the Upper MN River Valley Buy Fresh Buy Local® Chapter, I agree to the following:

- My business/organization is located in/near and supports local foods efforts in the Upper MN River Valley region.
- I have paid my dues to BFBL Upper MN River Valley.
- I accept the goals of the Upper MN River Valley 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 the Upper MN River Valley.*
- I will use practices, on my farm or in my business, that conserves soil, protect water quality, and wildlife habitat, are humane to animals and fair to employees, business associates and consumers. *Humane treatment of livestock means that animals are to engage in their natural behaviors, have sufficient space, shelter and gentle handling to limit stress, and are provided ample fresh water and a healthy diet without added antibiotics or hormones.*
- I will support the publicity efforts of the Upper MN River Valley Chapter.
- I will display the Buy Fresh Buy Local Partner Circle.
- In creating advertising materials, I will use the styles, colors and fonts 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, abide by trademark limitations.
- I will work with other chapter partners to develop local foods initiatives in the Upper MN River Valley region.
- I will post any events I host related to Buy Fresh Buy Local to the list serv.

Signed: _____ Date: _____



Food Routes

Submit application to: U of M West Central Partnership, 46352 State Hwy 329, Morris, MN 56267

WEST CENTRAL MINNESOTA
REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIP

