

"Buy Fresh, Buy Local" Toolbox Application

Dear Friends,

Thank you for interest in participating in the "Buy Fresh, Buy Local" campaign, and in using these great materials to get the message out about the importance of buying local.

If you are interested in purchasing the "*Buy Fresh, Buy Local*" Toolbox, please complete this application using the instructions below and email the completed application to joani@foodroutes.org. The application helps FoodRoutes Network and the local groups participating in the campaign to ensure that the campaign identity and the *Toolbox* continue to support community-based food systems.

Once your application has been reviewed and approved, organizations will be expected to read and support the campaign guidelines, which cover how the campaign materials should be used.

The "*Buy Fresh, Buy Local*" Toolbox is a project of FoodRoutes Network's Buy Local Initiative. The *Toolbox* was designed by Design for Social Impact (DFSI), and made possible with the combined support of the Baton Rouge Economic and Agriculture Development Alliance (BREDA), Community Alliance with Family Farmers (CAFF), Practical Farmers of Iowa (PFI), and the WaltersGroupUSA.

Thanks again for your interest, and for your efforts. Your work is an important contribution to rebuilding local, community-based food systems across the nation!

Sincerely,

The Staff of FoodRoutes Network

APPLICATION INSTRUCTIONS

Purchasing the "*Buy Fresh, Buy Local*" Toolbox and joining our campaign is easy. Just follow these simple steps and you'll be on your way:

1. View our price list at http://www.foodroutes.org/bfbltoolbox_5.jsp and select your package. First you will need to choose your "identity package" and select your level of customization. Then you will need to decide whether you want the full *Toolbox* or the "lite" version.
2. Complete the application on the next page. Please type your answers into this Adobe Acrobat® document. Applications should be between three and four pages when completed.
3. Please email your application to joani@foodroutes.org. We can accept electronic (email) versions only because we need to distribute your application to the groups in our campaign.
4. After you have submitted your application, please wait to be contacted by Design for Social Impact (DFSI), our design firm. They will walk you through your project and help you with further questions/requests.
5. After your application has been approved and you have finalized your order, you will be asked to send payment.
6. You will then receive your "Buy Fresh, Buy Local" package.

“Buy Fresh, Buy Local” Toolbox

PARTICIPANT APPLICATION

(Please type answers in fields on this form. Use three to four pages to complete the application.)

Organization:

Contact:

Address:

City:

State:

Zip:

Phone: () -

E-mail:

ABOUT YOUR ORGANIZATION

My organization is:

non-profit

profit

What is your organization’s mission?

What is your organization’s budget?

ABOUT YOUR "BUY LOCAL" CAMPAIGN

1. How does your organization intend to use the Toolbox? What does your organization hope to accomplish?

2. When do you plan to launch your campaign/initiative?

3. Please describe the geographic boundaries of your target market?

4. If you plan to expand the campaign beyond the initial geographic region, please describe the areas and timeline for this expansion:

5. What will your campaign entail? (what products will you focus on, what audiences will you reach, how will you reach them, and what roles will area farmers, retailers, and other stakeholders play in the campaign?)

6. What financial resources do you have and/or expect to raise for the campaign?

7. Which option is your organization interested in purchasing (refer to the price list)?

Identity Package: Non-custom Standard Full Custom

Toolbox: Toolbox Lite Full Toolbox

Please Check: I understand that the “Buy Fresh, Buy Local” campaign has guidelines for use of the label and logo which our group would need to review and support.

BACKGROUND ON YOUR “BUY LOCAL” PROJECT

1. What criteria will farmers markets, retailers etc. need to meet to use the label?

2. How do you define local?

3. Please provide the names and contact information for your partner organizations:

4. How did you hear about the *Buy Fresh, Buy Local* Campaign?

Name / Signature:

Date:

After you have completed this form, please click the submit button to the right or save this document and send to joani@foodroutes.org. © 2003 FoodRoutes Network - Please see www.foodroutes.org for more info.