

# WYOMING -

## BUY FRESH BUY LOCAL...



Promotes the purchase, consumption and enjoyment of locally produced foods and products by:

**F**ostering partnerships between producers, restaurants, schools, grocery stores, institutions and consumers.

**R**einforcing the health and economic importance of purchasing local foods and products.

**I**dentifying new market opportunities and marketing approaches for producers and local product retailers.

**D**eveloping local, community-based food systems.

**G**rowing the demand for locally produced foods and products.

**E**ducating citizens about the quality, nutritional, environmental and economic benefits of purchasing local products within their communities.

## CONTACT INFORMATION

WY BFBL  
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Facebook

[facebook.com/Wyoming-Buy-Fresh-Buy-Local](https://facebook.com/Wyoming-Buy-Fresh-Buy-Local)



# CRITERIA AND RESPONSIBILITIES



*Promotes the purchase, consumption and education about locally produced foods and products.*

# CRITERIA

# RESPONSIBILITIES

# BENEFITS

## MEMBER CRITERIA

*Member criteria is used to assure foods promoted by WY BFBL marketing materials are locally grown or produced.*

### Business Membership

Institutions, restaurants, caterers, stores, etc. are eligible for WY BFBL membership if...

- Local food or products are purchased from local producers in the state of Wyoming or counties within states directly adjacent to Wyoming for food preparation or resale.
- Foods or products promoted with the WY BFBL materials must contain at least one feature ingredient grown/raised in WY. (Ex: meat dish or salad with local meat or local lettuce.)

### Farmers Market Membership

WY BFBL materials are used only to promote the market. Vendors must join individually to use signage.

### Producer Membership

WY BFBL products must be traceable to a specific Wyoming producer.

WY BFBL materials are not to be used in a misleading manner. Members are asked to ensure that non Wyoming products are labeled accordingly. (Ex. Colorado Peaches)

## MEMBER RESPONSIBILITIES

- Display the Wyoming Buy Fresh Buy Local (WY BFBL) Membership Certificate and use the WY BFBL Point of Purchase cards with labeling and displays of local foods/products.
- Use only official and unmodified versions of WY BFBL brand graphics and language, consistently applying the style of the brand (color, fonts, etc.) in any public forum, and use materials ONLY in conjunction with locally grown foods/products.
- Utilize the brand materials for a period of ONE year only. If the licensing agreement is not renewed or a member voluntarily withdraws from the program-the member agrees to discontinue ALL use of the brand graphics and language.
- Create a business profile for the website and Local Food Guide and send an electronic copy to WY BFBL for representation in promotional mailings and events.
- Participate in an annual survey to measure the impact of WY BFBL on local purchasing.

## MEMBER BENEFITS

*WY BFBL is designed for the purpose of increasing production, demand for, and consumption of local foods and products- therefore providing quality, healthy and local foods for all while supporting local agriculture and economy.*

### As a member of WY BFBL you will receive...

- Use of the nationally recognized Buy Fresh Buy Local brand and images- developed to help consumers identify your business as a trusted source for local products.
- Listing in the online and print version of the WY BFBL Local Food Guide.
- Listing of your business and events on WY BFBL social networking sites and website.
- Networking opportunities to strengthen your business and the local food system.
- Training and educational opportunities to develop and expand market opportunities.
- Discounts on all WY BFBL merchandise.

