

It's time
to
RENEW



Time to Sign-up! Join Johnson County Local Food Alliance

Johnson County Local Food Alliance (JCLFA) is an association of farmers, food businesses (including groceries, restaurants, and institutions), consumers and support organizations who all strive to make fresh, locally grown food more widely available (and eaten) in our communities.

All members, (farmers, groceries, restaurants, farmers markets, etc) receive a listing in our local Buy Fresh Buy Local Directory. Last year's Directory went out to over 15,000 individuals, businesses and organizations. Members also receive:

- Enrollment in the Buy Fresh Buy Local Campaign, which gives you a listing in our directory as well as access to marketing materials such as price cards and posters.
- Networking opportunities with others in the area who support local food and related businesses.
- Subscription to JCLFA quarterly e-newsletter
- Leadership opportunities within JCLFA and local food campaigns.

Members must be committed to creating a marketplace characterized by professionalism, cooperation, care for the earth, and care for our communities. If you share these values, then join the Johnson County Local Food Alliance! See page 2 for more information.



Local
Food
Fresh
Food

Find us at: www.jclfa.org; (319) 325-2701; PO BOX 93, Iowa City, IA 52244



What is Buy Fresh Buy Local?

Buy Fresh Buy Local is a national collective of local campaigns that strives to:

- Grow the market for local, sustainable food
- Increase sales, income and stability of direct marketing farmers
- Spotlight our local treasures: farmers markets, family farms and orchards, local meat lockers, restaurants, grocery stores and businesses that serve or

sell locally grown farm products

- Stimulate the long-term vitality of Iowa agriculture by making independent farmers and businesses stronger

Johnson County Local Food Alliance is the local chapter of Buy Fresh Buy Local.

Contact JCLFA Executive Coordinator Michelle Kenyon Brown for more information at michelle@jclfa.org or (319) 325-2701.

Johnson County Local Food Alliance (JCLFA) holds their members to a high standard- for good reason. The marketing and promotion of JCLFA members is extensive and on-going. It is essential to the future of JCLFA that its members believe and follow its mission and ethical standards. The Producer and Business Group commitments are listed below.

Producer Group

Mission JCLFA producers will actively contribute to safer, cleaner and healthier communities by providing wholesome, sustainably grown food, raised with high standards of environmental stewardship and by working together to achieve fair prices and efficient means of production and distribution.

Ethical Commitments

Respect for Existing Market Relationships: JCLFA producers are committed to respecting the existing markets and market relationships that have been established by other farmers, assuming the buyer is satisfied with service and quality. Although we recognize that there are different categories of markets which garner different sale prices for somewhat similar items, we will not undercut prices or steal the markets supplied by other farmers, or otherwise act in a manner that unfairly disadvantages the business of a fellow farmer or jeopardizes the sustainability of particular markets.

Market Sharing: JCLFA producers are committed to sharing our pre-existing market relationships with other farmers when we cannot meet a need among our current buyers.

Professionalism: JCLFA producers commit to delivering high quality products in the form and at the time that has been agreed upon, or to communicate in a timely manner in order to renegotiate their commitments. We are also committed to running sound businesses, maintaining compliance with pertinent governmental regulatory agencies, keeping good records, and setting prices that will help us sustain our farms over the long term.

Caring for the Earth: JCLFA producers commit to managing our farms in a manner that supports biological diversity, healthy

living soil, clean water and fresh air. We commit to full transparency in sharing our production practices with one another and with the buyers of our food. We recognize that sustainability looks different on each farm, and we agree to work each year to implement best management practices that help us care for our agro ecosystems and beyond.

Animal Husbandry: We commit to ensuring a high health status in our farm animals by providing adequate natural space and shelter, fresh air, a nutritious diet, good preventive health care and respectful handling. Doing so will help reduce the use of antibiotics and other synthetic compounds, increase the productivity of our animals and ensure a healthier product for our consumers.

Caring for Our Community: JCLFA is a community-based initiative. As producers, we commit ourselves to developing and strengthening safe, healthy and accessible community food systems. With the help of JCLFA as a whole, the producer group will also work to build bridges with other community organizations in order to more effectively address the challenges we face as food producers and community members.

Education and Outreach: JCLFA producers are committed to act as ad hoc community educators among our friends, family, neighbors and community on the issues of local food and sustainable agriculture. We also agree to participate, whenever possible, in the educational and promotional events organized by the Alliance.

Cooperation and Information Sharing within JCLFA: JCLFA producers are committed to working cooperatively with the consumers, professional food buyers, and support organizations in the Alliance to in order to grow and develop the local food market. As part of this process we agree to provide farm and market information to the Alliance. We agree to hold all such information completely confidential.

Food Business Group *Mission* JCLFA Food Businesses are committed to supporting local, sustainable farmers in order to increase the availability of fresh, delicious and healthy food for our customers.

Supporting Sustainable, Local Farmers: JCLFA Food Businesses are committed to purchasing products from local and regional farmers who are committed to sustainable agriculture and ethical business practices. We are also committed to building loyal, long- term relationships with farmers and business owners in the Alliance. We aim to have working relationships with at least three local farmers, and we agree to look for opportunities each year to expand the number of farmers we work with or to increase our local food purchases.

Professionalism: JCLFA Food Businesses commit to pay farmers in a timely manner as agreed upon. We also commit

to clearly communicating expectations and giving feedback to farmers regarding price, product and service quality. We strive to run sound businesses, keep good records, and set prices that will help us sustain our businesses over the long term.

Education and Outreach: JCLFA Food Businesses recognize the importance of consumers who are educated about their food choices, about local food and sustainable agriculture. We agree to participate, whenever possible, in the educational and promotional events and activities organized by the Alliance.

Caring for Community: JCLFA Food Businesses recognize that they are an integral part of a larger community and that promoting the health of their community is ultimately beneficial to their business. We agree to work cooperatively with JCLFA members to improve the quality of life in our community and to grow and develop the local food market.

Join us by
taking the
pledge!



Please show your commitment to building a more local and more sustainable food economy in Johnson and surrounding counties.

I PLEDGE TO:

- **SPEND** 10% of my weekly food dollars with participating BFBL members
- **USE** the BFBL directory to locate BFBL farms, restaurants, grocers and other food businesses
- **SUPPORT** the local economy by using my food dollars to strengthen our local food system
- **MAKE A DIFFERENCE** in my community by sharing my enthusiasm for fresh, local foods
- **CONSERVE** energy and protect the environment by purchasing local foods
- **LEAD** a healthy lifestyle by serving fresh and local foods to my family
- **ENJOY** the delicious flavors and diversity of fresh, local Iowa foods

To join Buy Fresh Buy Local and Johnson County Local Food Alliance (JCLFA) as a Consumer Member, please fill out the form below and return to JCLFA by mail at PO BOX 93, Iowa City, IA 52244 or by emailing us at michelle@jclfa.org.

Name _____

Address _____

City _____ State ____ Zip _____

Email address _____

Signature _____

More Fine Print..

All campaign participants must renew their membership annually and complete an annual survey if requested. Membership criteria are used to assure that foods promoted with Buy Fresh Buy Local marketing materials are locally grown or produced. All members must meet membership criteria, register annually with their local campaign and complete an annual survey if requested.

Food Producer Membership Criteria

Eligible for membership are farmers that grow or raise foods or other agricultural products (ornamental plants, bedding plants or Christmas trees) in Johnson, Linn, Iowa, Cedar, Benton, Washington, Louisa or Muscatine counties in Iowa primarily for consumption in that same region.

Farmers with a similar local focus that reside outside the campaign region may be approved for membership by the local and state campaigns based on one of the following exemptions:

- A pre-existing market in the campaign region.
- A product that is not readily available in the campaign region.
- Their ability to significantly/uniquely stimulate the local food economy.

Please note: The primary market for products promoted with BFBL materials must be in the campaign region. BFBL products must be traceable to a specific farm. BFBL materials should be used only for locally grown products produced by BFBL members. BFBL members 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: Missouri Peaches.

Food Businesses:

Institutions, Restaurants and Stores Membership Criteria Eligible for membership are businesses that buy from BFBL member farmers for food preparation or resale.

A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business.

Membership requires participation in an annual survey to demonstrate a commitment to local purchasing and gauge economic impact. 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.

Food Processors and Processors of Other Food-Based Products Membership Criteria

Eligible for membership are processing facilities, butcher shops, bakeries and commercial kitchens that buy from BFBL member farmers for food production.

The processor's primary market must be in their BFBL campaign region. A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business.

Membership requires participation in an annual survey to demonstrate a commitment to local purchasing and gauge economic impact.

Foods promoted with BFBL materials must contain at least one featured or primary ingredient that is grown or raised on a BFBL member farm. For example, local apples in an apple pie, or local oats in oatmeal cookies, or local carrots in carrot bread would qualify, whereas applesauce made primarily with non-local apples, or a pie made with only local butter would not qualify.

Wineries

Eligible for membership are wineries that hold a Native Iowa Wine License that also use their own grapes or other fruit in production and/or use grapes and other fruit from BFBL members growers.

BFBL materials are to be used only for products designated as Iowa wines that have BFBL member produced fruit as the primary or featured ingredient.

Producer Membership Application

Name: _____

Farm Name: _____

Address: _____

County: _____

Phone: _____

Email: _____

Website: _____

Business Schedule: _____

Product Categories:

Meat	Poultry/Eggs
Dairy	Fruit/Veggies
Flowers/Herbs	Honey
Christmas Trees	Other _____

Description of business/products: (Note: This description will display in BFBL Directory; 25 words max) _____

_____ **I have enclosed my annual farmer membership fee in the amount of \$50.00.** Please make checks payable to Johnson County Local Food Alliance and send to:

JCLFA
PO BOX 93
Iowa City, IA 52244

JCLFA Membership Agreement

I affirm that my business is located in Johnson or a contiguous county, that I am a food producer and I sell my products locally. I also affirm that I have read the *Ethical Commitments* and *Membership Requirements*, and will strive to realize these *Commitments* and *Requirements* in the day-to-day operation of my farm/business and in my relationship with *JCLFA*.

Producer Name _____

Signature _____

Date _____

Food Business Membership Application

Name: _____

Business Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Business Hours: _____

Business Categories:

Restaurant	Processor
Grocery Store	Distributor
Winery	Catering
Institution	Other _____

Description of business: (Note: This description will display in BFBL Directory; 25 words max) _____

Circle all that apply:

Restaurant, small <50 seats \$100

Restaurant, large >50 seats \$150

Grocery Store, Institution, Processor, Distributor:

Small \$100 Medium \$100 Large \$300

Winery \$100 Additional Business Location \$50

Extra Listing in Directory (i.e. Catering) \$15

Total _____

JCLFA Membership Agreement

I affirm that my business is located in Johnson or a contiguous county, that I have read the *Ethical Commitments* and *Membership Requirements*, and will strive to realize these *Commitments* and *Requirements* in the day-to-day operation of my business and in my relationship with *JCLFA*.

Name _____

Signature _____

Date _____