

## 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 \_\_\_\_\_

## The Johnson County Local Food Alliance (JCLFA)

*is a passionate food community of farmers, chefs, food stores and consumers, who are all committed to making local, healthy and fresh food more widely available (and eaten!) where we live.*



Our goals include:

- Increasing local farmers' capacity to reach a larger market
- Helping businesses meet the growing demand for local food by connecting them with area farms and distribution sources
- Fostering networking opportunities between area farmers
- Providing education for institutions such as schools, hospitals and daycare facilities to find ways to buy healthy, affordable, and local food for their cafeterias and meal plans
- Reducing our carbon footprint by sourcing food from local businesses and farms, and by distributing food regionally.

### Our Programs

JCLFA helps connect farmers to the people and businesses that want to buy fresh, local food. One way we do this is by bringing the **Buy Fresh Buy Local** campaign to Johnson County. Our 2010-2011 Buy Fresh Buy Local Directory helps consumers find and purchase food from JCLFA farmers and businesses that have committed themselves, as members, to the highest standards of:

- Market Cooperation
- Professionalism
- Caring for the Earth
- Good Animal Husbandry
- Caring for Community



JCLFA holds an annual local foods festival called **Field to Family**. Throughout the month of **September** we celebrate local food and culinary excellence. Last year's festivities included some great events, including the Culinary Walk, a showcase of local foods served up by Top Iowa City restaurants, a talk by food preservation expert Sherri Brooks Vinton and a panel discussion on Farm to School were among the many events we held as part of the 2010 festival.

In 2010, JCLFA brought together Iowa City Community School District's Food Service Director and area school food advocates, to establish a **Farm to School Chapter** within the school district. Last fall, the Chapter held its first Farmer Fair at Longfellow Elementary where we brought farmers into the classrooms, introduced local foods to the 320 students and held activities that demonstrated how food gets to their plates. For 2011, we plan to do 2-3 more Farmer Fairs, partner with Backyard Abundance on a school garden project and form a study group on how to get local foods in school meals with ICCSD's Food Service Director Diane Duncan- Goldsmith.



Your support through a Sponsorship, Consumer Membership or Volunteer hours will go a long way to helping us to meet our goals for 2011 and beyond. For more information, contact JCLFA at: (319) 936-2460; [www.jclfa.org](http://www.jclfa.org); or by emailing [michelle@jclfa.org](mailto:michelle@jclfa.org)

# Join the Buy Fresh Buy Local Campaign Today!

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

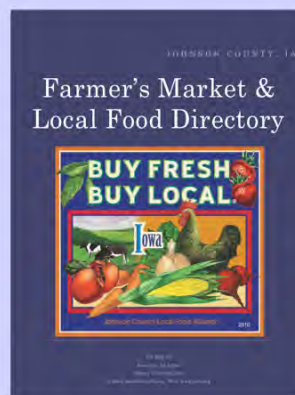
- Grow the market for local, sustainable food
- Increase sales, income and stability of direct marketing farmers
- Spotlight our local treasures: farmers markets, family farms and orchards, local meat lockers, restaurants, grocery stores and businesses that serve or sell locally grown farm products
- Stimulate the long-term vitality of Iowa agriculture by making independent farmers and businesses stronger



## Buy Fresh Buy Local Membership Benefits

### ❖ Listing in the 2011 Johnson County Farmer's Market & Local Food Directory.

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 5,000 individuals, businesses and organizations. The BFBL Directory will include locations, dates & times of all the farmer's markets in Johnson County, vendor information, and listings of farmers, restaurants, grocers, and local food distributors. be distributed widely throughout Johnson County & made available at members businesses', grocery stores, public libraries



❖ **NEW last year!** An Internet-friendly version of the BFBL Directory will be available on our website at [www.jclfa.org](http://www.jclfa.org).

❖ **New this year:** Johnson County Local Food Alliance (JCLFA) & the Iowa City Farmer's Market are partnering up this year to help distribute the BFBL Directory during the busiest farmer's market in Johnson County.

❖ **New this year:** JCLFA will use its Facebook page "Iowa Local Food" & website to help market our member farmer's & local food businesses throughout the year. We will post news & information featuring special menus or products, business anniversaries & special promotions.

❖ **New last year:** JCLFA started a Farm to School Chapter with the Iowa City Community School District. One of the projects of the Farm to School Chapter is to get more local food in the school menus. BFBL members will be kept up-to-date and informed of opportunities to participate.

## Get on the Map! UI group to create a map highlighting Buy Fresh Buy Local Members

NEW this year for Buy Fresh Buy Local (BFBL) Members! A University of Iowa student group called Iowa Community Integrated Geography Organization (IC I GO) will create a map of 2011 BFBL members using Geographic Information Systems. The maps will be posted on-line and in our Directory (if space allows) so that customers can:

- Easily find your farm, restaurant & grocery store
- Understand how local your farm is located and how far away your eggs, veggies, meat & other farm products travel to get to their dinner table
- Clearly see that local foods are widely- grown in Johnson and contiguous counties & available all four seasons, in grocery stores, restaurants and farmers markets and that it is possible to reduce the amount of food our area imports from other states and countries.

Join our campaign by March 31, 2011 to *Get On the Map!*

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

**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.

### **Ethical Commitments: 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.

**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.

### **Ethical Standards: 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. 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.

**Cooperation, Information Sharing and Confidentiality within JCLFA:** We agree to share our purchasing information with *JCLFA* to demonstrate your commitment to local purchasing and to help show the economic impact of the *BFBL* campaign in our campaign region. 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 *BFBL* 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.