

Buy Fresh Buy Local North Valley Member Application and Fee Schedule

The Northern California Regional Land Trust (NCRLT) has partnered with the statewide farmer advocacy organization, Community Alliance with Family Farmers (CAFF), to bring the Buy Fresh Buy Local program to the North Valley, including Butte, Glenn, and Tehama counties. The program helps consumers find and choose local products while building relationships between growers, food artisans, farmers markets, retailers, restaurants, and institutions.

Family farmers are a keystone of our community and by improving their marketing know how they can increase their economic viability. To do this, the BFBL-North Valley program provides them with marketing materials, connects them to restaurant, retail and institutional markets and builds consumer demand for their locally grown foods (~ 100 miles). In addition to working with farmers, we are partnering with agricultural organizations and farmers markets region wide to spread the impact of the program.

Buy Fresh Buy Local – North Valley has a multi-tiered annual fee for joining and participating. All paid partners receive access to BFBL-North Valley graphics, an expanded listing on BFBL's website and in the *Eater's Guide to Local Food*, a subscription to the BFBL e-newsletter and CAFF's publication *The Agrarian Advocate*, as well as policy alerts, and discounted admission to CAFF events. The following is a list of the various fees and additional benefits:

1. **Farmers/Producers—\$50:** Receive invitations to special networking events and marketing opportunities.
2. **Community Members—\$50:** Receive monthly newsletter and invitations to special events.
3. **Farmers Markets—\$100:** Receive monthly newsletter and invitations to special events.
4. **Restaurants and Retailers—\$100:** Must carry a minimum of 25% locally grown foods, averaged annually.
5. **Institutions—\$1,000:** Must carry a minimum of 10% locally grown foods.

PLEASE MAIL APPLICATIONS AND CHECKS TO:

Northern California Regional Land Trust (NCRLT)
167 East 3rd Ave., Chico, CA 95926



BUY FRESH BUY LOCAL

A Collaborative National Program

LOCAL MEMBER PARTICIPATION AGREEMENT

This Local Member Participation Agreement (“Agreement”) is dated _____, 2010, and is between Northern California Local Land Trust (“NCRLT”), a California nonprofit corporation, and _____, (“Local Member”).

NCRLT is a Local Coordinator of the Buy Fresh, Buy Local national program (the “Program”) under the terms of the Master Agreement that governs the Program. As a Local Coordinator, NCRLT has established eligibility requirements and participation guidelines for entities and individuals wishing to participate in the Program as Local Members.

NCRLT has determined that the above referenced Local Member is eligible, and has invited Local Member to join the Program in that capacity.

Therefore, in order to formalize and initiate Local Member’s participation in the Program, NCRLT and Local Member agree as follows:

1. Local terms of participation. Local Members may be farms or other food producers, farmers’ coops, food markets, restaurants, or other entities or individuals meeting criteria for participation established by the Local Coordinator. It is the intent of the Chapter Program to prioritize the support and prosperity of farms and farm families, farmers’ markets and independently operated retail businesses in each market region. To that end, we will not regard such entities as competitors, but as cooperators in pursuit of a successful, locally-based food system. An individual or entity becomes a Local Member by signing a Participation Agreement with the Local Coordinator. The roles and responsibilities of Local Members vary from region to region, but a Local Member will generally:

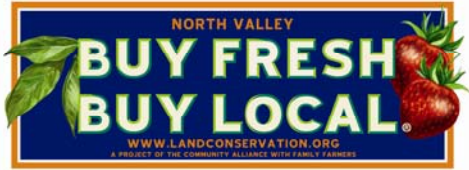
- Support regional publicity efforts;
- Display Chapter Program materials in connection with goods or services, as approved by the Local Coordinator;
- Work with other Local Members and the appropriate Local Coordinator to develop regional initiatives within the Chapter Program; and
- Cooperate in other aspects of the Chapter Program as suggested by the Local Coordinator.



2. Financial matters. Local Member's participation in the Program will be based on an annual fee as follows: \$50 for farmers/producers; \$50 for community members; \$100 for farmers markets; \$100 for restaurants and retailers, \$1,000 for institutions. All paid members receive access to BFBL-North Valley graphics, an expanded listing in the *Eater's Guide to Local Food*, and 1 year of CAFF membership.
3. Decisions regarding execution of the Program. Local Member shall abide by all of NCRLT's decisions concerning appropriate execution of the Program, including without limitation all guidance as to appropriate uses of the Program's name, marks and designs that reflect the decisions of Food Routes Network.
4. Member's departure or removal from Program. Local Member may cease to be a Local Member at any time by providing written notice to NCRLT. If Local Member leaves the Program voluntarily, except as provided in Section 5 below, it shall not be entitled to any refund of fees or other payments. NCRLT may remove Local Member as a Local Member by providing written notice to Local Member. If Local Member is so removed, NCRLT shall deliver to Local Member a prorated share of any fees or other payments made by Local Member in anticipation of future participation in the Program.
5. NCRLT's departure or removal from the Program. If NCRLT ceases to serve as a Local Coordinator, then Local Member may choose to leave the Program, in which case NCRLT shall deliver to Local Member a prorated share of any fees or other payments made by Local Member in anticipation of future participation in the Program. Local Member may also choose to remain as a Local Member, in which case the Regional or National Coordinator (as defined in the Master Agreement), as appropriate, shall ensure that Local Member continues to receive appropriate guidance and assistance as a participant in the Program.
6. Surviving commitment. If Local Member leaves the Program for any reason, voluntary or involuntary, its agreement to abide by Section 3.7 of the Master Agreement (concerning control over use of the Program's name, marks and designs) shall survive indefinitely.

Section 3.7 of the Master Agreement , Control over Use of Marks, The success of the Chapter Program rests on careful and coordinated use of the Chapter Program's name and distinctive graphic marks. All rights to the Chapter Program's name, marks and designs, and any marks or designs developed for regional use, are held by the National Coordinator on behalf of the Chapter Program as a collective. Notwithstanding any other arrangement, or provision of this Master Agreement, the National Coordinator retains ultimate control over use of the Chapter Program's name, marks and designs. The parties to this Master Agreement and the Local Members agree that they will:

- Use logos, tag lines, and key messages identified in the Toolbox in all Chapter Program publicity;
- Use the styles (colors, fonts, etc.) described in the toolbox, to maintain the visual strength of the Chapter Program;
- Clear any desired modification of Chapter Program materials with the Regional or National Coordinator, as appropriate;



- Identify other Chapter Program participants, where appropriate, as described in the "boilerplate text" section of the toolbox;
- Provide the Regional or National Coordinator, as appropriate, with clippings, tapes, downloads or other records of significant public responses to the Chapter Program;
- Provide the Regional or National Coordinator, as appropriate, with annual updates on the impact of the Chapter Program; and
- Desist from any or all use of the Chapter Program's name, marks and designs if so requested by the National Coordinator.

NCRLT and Local Member are executing this Agreement as of the date first stated above.

Local Coordinator, Northern California Regional Land Trust
On its own behalf and as an agent of the Program

By: _____
Sign

Print name

Print title

Local Member

By: _____
Sign

Print name

Print title

OVER →



Please describe your business in 50 words or less including point of contact, business name, mailing address, phone number and email address.

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167 East 3rd Ave., Chico, CA 95926