



## Upper Iowa Buy Fresh Buy Local

### Rules of Eligibility

**FARMS:** Eligible for membership are farmers that grow or raise foods or other agricultural products (ornamental plants, bedding plants or Christmas trees) in the five county campaign region primarily for consumption in these counties (Allamakee, Clayton, Fayette, Howard and Winneshiek). Farmers with a similar local focus who reside outside these counties may be approved for membership in the Upper Iowa campaign based on one of the following exemptions: a pre-existing market in the campaign region, a product not readily available in the campaign region, or the ability to significantly and uniquely stimulate the local food economy. Please note:

- The primary market for products promoted with BFBL materials must be the campaign region.
- BFBL products must be traceable to a specific farm.
- BFBL materials should be used only for locally grown products. BFBL members who also retail non-locally produced items are expected to be sure such products are properly labeled to distinguish them from local foods. Example: Missouri Peaches.

**FARMERS MARKETS:** Eligible for membership are farmers markets that include BFBL members as vendors. Please note:

- A no brokering or limited brokering policy should be in effect for the market to demonstrate a commitment to local foods.
- Farmers markets can use BFBL materials only to promote their markets. Vendors must join individually to use signage and point of purchase materials.

**INSTITUTIONS, RESTAURANTS, RETAIL STORES:** Eligible for membership are businesses that buy from BFBL member farmers for food preparation or resale. Please note:

- A commitment to purchasing and promoting local foods should be a stated marketing strategy or principle of the business.
- Membership requires participation in an annual survey to demonstrate a commitment to local purchas-

ing and gauge economic impact.

- BFBL materials should be used only for foods featuring BFBL farm-produced ingredients. It is expected BFBL materials will not be used in a misleading manner.

**FOOD PROCESSORS:** Eligible for membership are processing facilities, meat lockers, bakeries, and commercial kitchens that buy from BFBL member farmers for food production. Please note:

- The processor's primary market must be in the five county region.
- A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business.
- Membership requires participating 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 as ingredients. 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.