



Thank You for your interest in becoming a TasteBuds Local Food Guide PARTNER!

Becoming a Partner will entitle you to a listing in the 2010 version of the TasteBuds Local Food Guide (in print) and the online version at Tastebudsguide.org.

The TasteBuds Local Food Guide will be released in May 2010.

➤ Steps to Become a Partner!

1. **Review** Partnership Agreement to see if you are eligible to be a Partner.
2. **Complete** the Application Packet
3. **Submit** the application before the deadline of March 26, 2010 in order to be included in the Food Guide.
4. **Send** the Application Packet via mail or email:

Mail: Crabtree Farms
 Attn: TasteBuds
 P.O. Box 2250
 Chattanooga TN 37409
 Email: info@crabtreefarms.org

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|--|
| <input checked="" type="checkbox"/> Application Packet Checklist <input type="checkbox"/> Completed and signed application <input type="checkbox"/> Signed Partnership Agreement (Page 5 of the Agreement document) <input type="checkbox"/> Fee if applicable |
|--|

Questions? Contact Melanie Mayo at (423) 493-9155 x11 or mmayo@crabtreefarms.org.

➤ Tell Us About Potential Partners in Your Area!

Help us spread the word about the TasteBuds Local Food Guide. Please email or include with your application names and contact info for farms, restaurants, processors, groceries and institutions that you think may be interested in joining as well. We will gladly mail them an application packet.

Thank you for your interest in being a part of the 2010 version of the TasteBuds Local Food Guide!



TasteBuds Local Food Guide Partnership Agreement

Crabtree Farms serves as the nonprofit home of the TasteBuds Local Food Guide. As set by the steering committee for TasteBuds in 2009, the following eligibility requirements and participation guidelines for entities and individuals in the Chattanooga region wishing to participate in the TasteBuds Local Food Guide as Partners have been established.

1. Eligibility Guidelines

To be eligible for partnership, your organization must be located within the Chattanooga Foodshed region (100 mile radius around Chattanooga) and wish to be listed in the 2010 TasteBuds Local Food Guide as a local partner. See list below for partner types and suggested donations for becoming a partner:

| Partner Type | Suggested Donation* |
|--|----------------------------|
| Farms | \$35 |
| Farmers Markets | \$50 |
| Food Processors | \$75 |
| Cooperative Grocers and Grocery Stores | \$75 |
| Restaurants | \$75 |
| Institutions | \$100 |

*For the 2010 version of the TasteBuds Local Food Guide there is a suggested donation which varies with each partner type. Donations received will be used to help cover the production and printing costs of the TasteBuds Local Food Guide. Donations of any amount are appreciated.

Organizations that fit into the Partner Types above must meet the criteria outlined below to apply to become a partner for the TasteBuds Local Food Guide...

All PARTNER TYPES are required to:

1. Be located in the Chattanooga Foodshed, defined by a 100-mile radius of Chattanooga (see map on Page 7, and a list of counties on Page 6.)
2. Renew your partnership annually to the TasteBuds Local Food Guide
3. Complete an annual survey sharing local food-related sales, customer and purchasing data for verification purposes (to connect Partners back to the Farms they supported).

TasteBuds Partner Types

A. Farms

Eligible are farms that:

- Grow or raise foods or other agricultural products (including honey, ornamental plants, bedding plants or Christmas trees) in the Chattanooga Foodshed, primarily for consumption in the same region

Farms with a similar local focus that lie outside the campaign region may be approved for membership by the local chapter based on one of the following exemptions:

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

B. Farmers Markets

“Farmers markets” without actual farmers, such as craft, flea markets are not eligible.

Eligible are markets that:

- Have vendors who do not resell products sourced from wholesale markets
- Have at least one TasteBuds partner farm vendor
- Are within the Chattanooga Foodshed

C. Processors of Food, Beverage and Food-Based Products

Eligible are processing facilities, butcher shops, bakeries, and commercial kitchens that:

- Use at least one featured or primary ingredient in their production from a TasteBuds partner per week during the growing season, defined as May through November
- The processor’s primary market must be in the Chattanooga Foodshed
- A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business
- *An example of food-based products: soaps and bees wax candles made from TasteBuds partner ingredients*

Some food-based processors such as food artisans, wineries and breweries that do not buy the majority of raw ingredients from TasteBuds partner or Chattanooga Foodshed farms, may be approved by meeting the following conditions:

- Product is not produced in the Chattanooga Foodshed by a TasteBuds partner or from another local source
- Ingredients are not readily available in Chattanooga Foodshed
- Processor is able to significantly/uniquely stimulate the local food economy and add value to it
- Processor buys local ingredients when available.
- Commitment to promoting local foods is a stated and demonstrated message or value of the business

D. Cooperative grocers and grocery stores

Eligible are grocers that:

- Buy from a TasteBuds partner farm for food preparation or resale. Must have at least one product from a TasteBuds partner farm per week during growing season, May through November
- A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business
- Supply TasteBuds with a list of farms business purchases from

E. Restaurants

Eligible are businesses that:

- Buy from TasteBuds partner farm or processor, with at least one product from a TasteBuds partner per week during growing season, May through November. *This means that you either have a standard menu item or a weekly special in which a primary ingredient is from a TasteBuds farm or processor*
- A commitment to purchasing and promoting local foods should be a stated marketing strategy/message or value/principle of the business

F. Institutions

Eligible are institutions (nonprofits, hospitals, publications, agencies, etc.) that:

- Buy, support, or promote a strong local food economy
- Make a commitment to purchasing and/or promoting local foods as a stated marketing strategy/message or value/principle of the organization

The TasteBuds Steering Committee reserves the right to adjust or modify the fee schedule or these eligibility guidelines on a case-by-case basis.

2. Control over Use of TasteBuds Name, Logo & Designs

The success of the TasteBuds Local Food Guide rests on careful and coordinated use of the TasteBuds name and distinctive logos. All rights to the TasteBuds name, logos, and designs, and any marks or designs developed for regional use, are held by Crabtree Farms of Chattanooga. Crabtree Farms retains ultimate control over use of the TasteBuds name, logos, and designs.

TasteBuds Partner agrees to the following conditions with respect to the use of TasteBuds name, logo, and designs:

- To use logos, tag lines, and information provided in the introductory packet in all TasteBuds publicity

- To use the styles (colors, fonts, etc.) as used in the logos and tag lines to maintain the visual strength of TasteBuds
- To modify TasteBuds materials only with the approval of the TasteBuds Steering Committee;
- To provide Crabtree Farms with clippings, tapes, downloads, or other records of significant public responses to TasteBuds
- To stop any and all use of the TasteBuds name, logo, and designs if so requested by Crabtree Farms of Chattanooga

3. **Partner Terms of Participation**

A partner in good faith will carry out the following duties:

- Support regional publicity efforts
- Display TasteBuds materials in connection with goods or services, as approved by the TasteBuds Steering Committee
- Participate in an annual survey for the benefit of developing a stronger local food network and to help TasteBuds excel in this pursuit

4. **Length of Contract**

Your organization is entitled to utilize the materials, information, and logos contained in the introductory packet until December 31, 2010. After the expiration of the one-year term, TasteBuds will send a survey about the effectiveness of TasteBuds and a reminder to your organization to reapply for annual partnership. All Partners must reapply in order to maintain local partner status, to be listed in the TasteBuds Local Food Guide and to retain the right to utilize the local partner materials, logos, and information.

5. **Your Organization's Departure or Removal from Chapter**

Your organization may cease to be a local partner at any time by providing written notice to Crabtree Farms. If your organization leaves TasteBuds voluntarily, it shall not be entitled to any refund of fees or other payments. Crabtree Farms may, at its discretion, remove your organization as a local partner by providing written notice to you. If Crabtree Farms removes your organization from TasteBuds, Crabtree Farms will deliver to your organization a prorated share of any fees or other payments made by your organization in anticipation of future participation in the Campaign.

6. **Surviving Commitment** If your organization leaves TasteBuds for any reason, voluntary or involuntary, its agreement to abide by Section 1 concerning control over use of the TasteBuds name, logos and designs will survive indefinitely.

7. **Benefits**

By becoming a partner, you receive the following benefits:

- Use of TasteBuds logos and other promotional materials
- Partner decal for storefront window
- Online listing on tastebudsguide.org
- Print listing in the 2010 TasteBuds Local Food Guide
- Opportunity to help plan and participate in special TasteBuds promotional events

SIGN THE PARTNERSHIP AGREEMENT

I / We, _____, have read the above Partnership Agreement and Eligibility Guidelines and agree to comply with them as a *Buy Fresh Buy Local* local partner from _____, 2010 until December 31, 2010.

Sign Here:

Signature

Print name

Print title or organization name

C H A T T A N O O G A F O O D S H E D C O U N T I E S

Tennessee

- Bedford
- Bledsoe
- Bradley
- Cannon
- Coffee
- Cumberland
- Dekalb
- Fentress
- Franklin
- Giles
- Grundy
- Hamilton
- Jackson
- Lincoln
- Loudon
- Marion
- Marshall
- McMinn
- Meigs
- Monroe
- Moore
- Morgan

- Overton
- Polk
- Putnam
- Rhea
- Roane
- Rutherford
- Sequatchie
- Smith
- Van Buren
- Warren
- White
- Wilson

Georgia

- Bartow
- Catoosa
- Chattooga
- Cherokee
- Dade
- Dawson
- Fannin
- Floyd
- Forsyth
- Glimmer

- Gordon
- Haralson
- Lumpkin
- Murray
- Paulding
- Pickens
- Polk
- Towns
- Union
- Walker
- Whitfield

Alabama

- Calhoun
- Cherokee
- Cleburne
- DeKalb
- Etowah
- Jackson
- Limestone
- Madison
- Marshall
- Morgan

