



2008 PARTNERSHIP AGREEMENT

between

Wyoming Farmers Marketing Association Buy Fresh, Buy Local Campaign and Partner Organization

Buy Fresh, Buy Local is a project of the Rocky Mountain Farmers Union Educational and Charitable Foundation (RMFU) and Wyoming Farmers Marketing Association (WFMA). The program seeks to increase the economic viability of Wyoming farming communities by increasing point of origin information and visibility for family farmed agricultural products.

The WFMA Buy Fresh, Buy Local Campaign agrees to:

Provide marketing tools for Buy Fresh, Buy Local including:

- Digital version of logo files on CD Rom which include: label (if applicable for regional campaign), logo, point of purchase card, Partner Seal, Buy Fresh, Buy Local font, Buy Local Challenge Banner, general overview documents, and Spanish language materials.
- A copy of this Buy Fresh, Buy Local Agreement.

Promote Buy Fresh, Buy Local Partners

- Coordinated and visible promotional support through the Buy Fresh, Buy Local campaign via online guide, print guide (where available), and special events.
- Mention in Buy Fresh, Buy Local regional campaign media releases and advertising.
- Listing on campaign website at www.wyomingfarmersmarkets.org.
- *Update Partners on developments*
- Updated information via email about new campaign partners and campaign developments.
- Distribute relevant market or survey data.

Work toward a more sustainable agricultural system

- Promotion of the long-term goals of profitability, stability, and sustainable stewardship for the Buy Fresh, Buy Local and greater farming communities.

Partner Organization agrees to:

Join the campaign

- Become a Buy Fresh, Buy Local Campaign Partner.
- Pay the annual Wyoming Farmers Marketing Association fee of \$30.
- Agricultural products marketed under the logo must be grown in Colorado, New Mexico, or Wyoming.
- Processed agricultural products marketed under the logo must contain a minimum of 60% ingredients grown in state of origin.
- Only use Buy Fresh, Buy Local materials under a current and signed Partnership Agreement, which is eligible for renewal each calendar year.

Promote the campaign

- Display Buy Fresh, Buy Local logo (banners, point of purchase cards, stickers, print logos, etc.) in promotion and advertising under corresponding county/region label.
- Permit the use of organization's name in campaign-related efforts.
- Participate/collaborate in annual Buy Fresh, Buy Local promotions and celebrations, such as on-farm events and interviews at availability of organization.

Abide by these guidelines

- Partner organization may not alter, change, or modify the Wyoming Buy Fresh, Buy Local logos in any way, shape or form.
- Purchase costs of materials with the Buy Fresh, Buy Local logo are the responsibility of the partner organization.
- Logos must be used appropriately; any improper use of logos may result in this agreement becoming void and prohibition of any further use of campaign materials.
- **Note:** membership in Buy Fresh does not include membership in the Wyoming Farmers Marketing Association.

Signed by:

| | | |
|------------------------|------------------|------|
| Organizational Partner | Print Name/Title | Date |
|------------------------|------------------|------|

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|-----------------|----------|
| Mailing address | Zip code |
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| WFMA Representative | Print Name/Title | Date |
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Permission to use Buy Fresh, Buy Local promotional materials, including the logo, can be withdrawn by a vote of the WFMA Board of Directors for failure to adhere to the Buy Fresh, Buy Local Partnership Agreement.