



Tennessee Farm Fresh Participant Application (2010)

*This information will be used in publications to market your farm products.
(Please print clearly and legibly)*

Name: _____ Farm Name: _____

Physical Address: _____

P.O. Box (If applicable): _____

City, State & Zip: _____ County _____

Phone: _____ Cell: _____

Email address: _____ Website address: _____

*Please list product/s **you are planning to produce and sell** this year and their anticipated periods of availability, and estimated volume.*

<i>Products</i>	<i>Available</i>	<i>Est. Volume</i> <i>(Ex. 2 acres of pumpkins, 20 cows)</i>

Where do you market your product(s)? List dates, hours, and location of sale.

Are the majority of product(s) you sell, produced by you? Yes or No (Circle One)

Percentage of: Homegrown: _____% Bought _____%

Please list items intended to purchase for resale.

How long have you been producing and selling your product(s) to the public?

To be noted as organic, please submit a copy of certification.

Signature

Date

Please enclose the following: (1) signed application, (2) signed guidelines and (3) check or money order for \$100.00 payable to TN Farm Fresh.



Tennessee Farm Fresh Guidelines

Administration of program activities and evaluation of participant adherence to guidelines will be conducted by the Tennessee Farm Bureau Federation. Eligibility for program participation will be determined by the Tennessee Farm Fresh coordinator and review committee.

Participants in the Tennessee Farm Fresh Program agree to follow these guidelines:

- ◆ Be producers of agriculture products in Tennessee.
- ◆ Must produce a majority of products offered and provide origin of products to consumer when asked. (Market operator is strongly encouraged to provide origin information of all products offered to consumers.)
- ◆ Offer the consumer a quality product at a fair price.
- ◆ Maintain a clean market appearance, and provide a safe environment for employees and customers.
- ◆ Present the "Tennessee Farm Fresh" program in a positive manner at all times, including proper usage of promotional materials, and projection of a service oriented attitude to the consumer. Any misuse or inappropriate activity of the Tennessee Farm Fresh program should be reported to the Tennessee Farm Fresh coordinator.
- ◆ Market operation should be professional with operating hours firmly established. Local regulations and best management practices should be followed in production, processing and marketing.
- ◆ Refrain from disparaging comments toward alternative production practices.

- ◆ Participants are strongly encouraged to actively:
 - Participate in training sessions and workshops that will be offered through the “Tennessee Farm Fresh” program.
 - Verify that they are properly protected with liability coverage for their activity.
 - Offer input to the program coordinator on program activities and opportunities to serve participants.

- ◆ Validate membership by submitting an annual fee and updating application.

- ◆ Provide quality service to customers.

- ◆ Present the “Tennessee Farm Fresh” program in a positive manner at all times, including proper usage of promotional materials, and projection of a service oriented attitude to the consumer. Any misuse or inappropriate activity of the Tennessee Farm Fresh program should be reported to the Tennessee Farm Fresh coordinator.

Benefits offered to participants in the *Tennessee Farm Fresh* program (subject to additional benefits)

- 1) Promotion / Marketing Assistance
 - a. Website listing and link
 - b. Advertisement and Branding
 - c. Signage, bags, and other labeling tools
- 2) Workshop opportunities- Networking and Education

Participants of the Tennessee Farm Fresh program must meet or exceed U.S. government and/or state of Tennessee standards where applicable. The rights to utilize Tennessee Farm Fresh title and logo are personal only to the applicant and cannot be reassigned without approval of the Tennessee Farm Fresh coordinator. Rights to use the title and logo can be revoked at any time. The state of Tennessee, Tennessee Farm Bureau Federation and UT Extension is no way liable for, nor do they guarantee products using the title and logo.

Print Name _____

Participant Signature _____ Date _____

Location of Market(s) _____
