



Island Grown in the San Juans Retailer Member Pledge

Restaurant, Caterer, Grocer, Lodging, and Other Retailers

Island Grown in the San Juans is a branding program that celebrates the quality, bounty, and benefits of food and products grown, raised, made or gathered in San Juan County, Washington. The *Island Grown* program benefits the farms and farmers that grow and gather local products, and the businesses that use them by increasing production and consumption of local products. The program also educates consumers in the benefits of a sustainable local food system and encourages them to support farms and businesses that use local products creating a healthy local food system.

Island Grown defines "local" as:

- Produce grown in San Juan County
- Livestock and meat products derived from animals that have spent at least 50% of their lives in San Juan County
- Products wild-harvested in San Juan County
- Value-added products for which at least 75% of the defining ingredient(s) and/or labor was derived from San Juan County

Island Grown Retailer Pledge

As an *Island Grown* retailer, I pledge to:

- Work toward shifting 10% of our business food budget annually to food that meets the *Island Grown* definition of "local"
- Agree to work with at least two local producers each month
- Use *Island Grown* branding to accurately acknowledge local product(s) in ingredients, calling out producer names on menus, at POS, and on my website and social media whenever possible
- Package and display *Island Grown* products prominently, cleanly, and attractively if applicable
- Agree to report as best we can our "Island Grown" food budget % of what we used the previous year, and what we plan to use for the coming year, to San Juan Islands Agricultural Guild each spring to uphold the integrity of the program and to help increase local demand

I understand that I have permission to use the *Island Grown* branding, so long as I maintain current *Island Grown* membership status, and I adhere to the pledge above.

Business Name:

Signature:

Date:

Island Grown Promotional Materials

Logo

Use the *Island Grown* logo on your website, social media, point-of-sale, labels and on your products.

Download from

www.islandgrownsj.com

Tip: Create a link from your website to ours.

Bumper Stickers/ Display Cards

Use on farm store windows, at market stands and events, or on your car!

Flag

Post at your driveway or stand.