

BFBL Works-Session Jan 10, 1013 Summary of Team Work

What is local? Municipality vs geographic 75 miles from where you are selling?

Producing? Develop produce a “local” logo i.e. Va.Best/Va.Grown/Made in Va.

Is this a logo that producers (not farmer market vendors) could use?

Action Topic: Keeping Farmers’ Markets “Local”

Step 2:

List what you NEED to reach your group’s goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
Develop a “local” logo that’s visible e.g. Va. Best/ Va. Grown/ Made in Va.	Graphic artist to develop logo that’s unique to each county	-Farmers Market Manager board -extension agent -vendors	-copyright -guidelines-enforcement- farmers market manager Printing and own/bulk printing

Identify what you ALREADY HAVE:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>

Action Topic:

Step 4: DRAFT Action Plan

<i>REQUIRED</i>	
First Action How to find	What: Develop a logo When: Jan 26th Who: Shirley
	<i>Optional concurrent action with first</i> What: Establish fee for use of logo Who: Jan 31 st . When: Who: Tilton
Second Action	What: Research copyright laws Who: Gwen When: Jan 26th
	<i>Optional concurrent action with second</i> What: Use social media to promote local logo Who:Khalil When: March 1
<i>Optional Third Action</i>	What: Establish Guidelines for use of logo Who: Jan 31st When: Khalil, Steve, shirley

Action Topic:

Step 5: *How can Buy Fresh Buy Local -Piedmont Environmental Council help?*

1. What do you need NOW?

What	When	Who

2. What will you need LATER?

What	When	Who

