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:

INFORMATION	EXPERTISE	CONTACTS	RESOURCES
Develop a "local" logo that's visable 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:

INFORMATION	EXPERTISE	CONTACTS	RESOURCES

Step 4: DRAFT Action Plan

	REQUIRED
First Action How to	What: Develop a logo
find	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</i> Third	What: Establish Guidelines for use of logo
Action	Who: Jan 31st
	When: Khalil, Steve, shirley

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

Step 6: List <u>committed</u> Action-Group Members

Name	Organization	Phone	Email
Shirley Amman	Haywood Honey	540-923-5075	info@haywoodhoney.com
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