



*Taste the Local Difference*  
*Northwest Michigan's Local Food Guide*

**Retail Partner Form 2010**

**Business Information:**

Please provide the following information regarding your *Taste the Local Difference* listing:

Business name: \_\_\_\_\_

Owner's full name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

County: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ May we publish your email?  Yes  No

Web site: \_\_\_\_\_

Category: *(Circle all that are appropriate)*

Restaurant

Grocery/Deli

Lodging

Distributor

Caterer

Specialty Product

Please provide a statement about your business and how you are featuring locally grown (*northwest Michigan*) products below:

*(Please limit your listing to no more than 25 words. This will be included in **both** our online and print publication.)*

For our internal records, please also supply the following information, *if different from above*.

Primary contact person and title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_



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***Welcome!***

Sign up here to promote your business through northwest Michigan's ***Taste the Local Difference*** guide!

The ***Taste the Local Difference*** guide lists the many diverse products produced by farms in 10 northwest Michigan counties—from Manistee to Mackinac. *And*, it also promotes the restaurants, grocers, caterers, and specialty food producers that are purchasing local farm products for their businesses.

If you are:

- a restaurant, caterer or lodging facility who *regularly* includes locally grown items on your menu,
- a grocer who *regularly* offers a variety of locally grown items in your store,
- a specialty food producer who uses locally grown items as an integral part of your products...
- *and* if purchasing locally grown items is a core value of what you do...

...we would like to promote your business!

***Taste the Local Difference*** comes in both print and online versions and covers Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties.

To be included in our 2010 print and online listings, you will need to:

- Agree to the terms of our Retail Partner Agreement.
- Fully complete the Pre-Season Survey.
- Complete the Business Information Form.
- Return each of these items to us no later than March 1, 2010.

**Please mail your completed form to: Retail Partner – MLUI, 148 East Front Street, Suite 301, Traverse City, MI 49684-5725 or fax to 231-929-0937.**

If you have any questions about becoming a Retail Partner, please contact me at 231-941-6584, ext. 21.

***Thank you!***

Janice Benson, *Marketing Coordinator*

# Taste the Local Difference Retail Partnership Agreement for 2010

## To be eligible:

- You *regularly* purchase locally grown items from multiple farms listed in the **Taste the Local Difference** guide (either directly or through a distributor), if you are a specialty food producer and you purchase *one or more of your main ingredients* from local farms.
- *And*, purchasing locally grown items is a *core value* of your business.

\_\_\_\_\_ agrees to:  
*Name of Business*

- Feature these products regularly and communicate to your customers that you do so, such as by using **Taste the Local Difference** price cards, menu icon, or with other appropriate promotions.
- Display the **Taste the Local Difference** logo at your place of business.
- Provide verifiable indicators of buying local farm products, including the names of farmers and items purchased. And, if requested, other documentation for verification.
- Participate in periodic surveys, regarding purchase and sales of local farm products. Your individual information will be held strictly CONFIDENTIAL by partners in the **Taste the Local Difference** Farm Network Team. These partners are: MLUI, Michigan Small Business and Technology Development Center, Michigan State University, MSU Extension, Northern Lakes Economic Alliance, and Traverse Bay Economic Development Corporation.
- Permit the name of your business, as a retail partner, to be used in **Taste the Local Difference** outreach.

\_\_\_\_\_

*Date*

Janice Benson, *Marketing Coordinator*

*Date*

## Michigan Land Use Institute will provide:

- A promotional campaign to help consumers find and support businesses that sell locally grown foods, including promotional materials for use at your business, including **Taste the Local Difference** price cards, posters, and menu icons.
- A listing in the **Taste the Local Difference** print guide, which will be distributed throughout our 10-county northwest Michigan region.
- A listing in the *Retail Partner* section on our Web site, **localdifference.org**.
- Assistance sourcing local food, connecting with farmers, and promoting your use of local foods.

# Pre-season Survey

**Please answer the following questions:**

**Important:** Your individual survey information will remain strictly CONFIDENTIAL.

Business Name: \_\_\_\_\_

**1. What was the approximate revenue (not profit) of your business in 2008? (Circle one number.)**

- |                              |                              |
|------------------------------|------------------------------|
| Less than \$250,000          | \$2.5 million to \$5 million |
| \$250,000 to \$500,000       | \$5 million to \$10 million  |
| \$500,000 to \$1 million     | More than \$10 million       |
| \$1 million to \$2.5 million |                              |

**2. What types of locally grown or raised products do you use in your business? (Circle all that apply.)**

- |               |                |  |
|---------------|----------------|--|
| Vegetables    | Beef           | Herbs                                    |
| Fruit         | Lamb           | Other products (jams, wool, honey, etc.) |
| Milk/cream    | Pork           | _____                                    |
| Cheese/yogurt | Poultry        | _____                                    |
| Eggs          | Fish & seafood | _____                                    |

**3. Please estimate the percentage of your products or menu items that include locally grown ingredients?**

\_\_\_\_\_ % year round      \_\_\_\_\_ % seasonal

**4. Please list the locally grown (northwest Michigan) products and the farmers that you purchase from below:**

Year-round purchases:

Item	Farmer
_____	_____
_____	_____
_____	_____
_____	_____

**In-season purchases:** (If you purchase from farms at a Farmers Market, please indicate which markets and farmers.)

Item	Farmer
_____	_____
_____	_____
_____	_____
_____	_____

If you purchase locally grown (northwest Michigan) products from a distributor, please list the items and distributors below:

Item	Distributor
_____	_____
_____	_____
_____	_____
_____	_____

5. What products would you like to find locally that you can't presently find from local sources?

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As a retail partner, you will receive complimentary *Taste the Local Difference* promotional materials. How many of these materials do you think you will need? Please enter amounts below:

\_\_\_\_\_ Large price/menu cards (11" wide x 7" high)

\_\_\_\_\_ Small price/menu cards (7" wide by 3.5" high)

\_\_\_\_\_ *Taste the Local Difference* 2010 Posters (8.5" by 11")

\_\_\_\_\_ *Taste the Local Difference* 2010 Guides

\_\_\_\_\_ Cardboard Display Holders

\_\_\_\_\_ Special Seasonal Posters: These posters are 18" x 24" and feature different produce throughout the season. If interested, we will email you a sample.



***Thank you!***