



Capay Valley Vision, Inc.

FARM AND RANCH 2007 Partnership Agreement

(One Agreement Form per Business Entity)

To assure that Capay Valley Grown retains integrity to the customer, _____
understands and agrees to: *name of farm enterprise*

- ☛ Become a Capay Valley Grown Partner (see fee structure on back side) and thereby a member of the Capay Valley Vision Agriculture Task Force and its efforts to maintain and strengthen farming and ranching opportunities in the region.
- ☛ Market only agricultural products grown in the Capay Valley Region* under the Capay Valley Grown program.
- ☛ Market only processed agricultural products under the Capay Valley Grown label that contain a minimum of 60% ingredients grown in the Capay Valley Region.
- ☛ Display the Capay Valley Grown label and logo in the place of business with name and contact information readily available and in promotion and advertising where appropriate.
- ☛ Permit the use of my farm or ranch name in Capay Valley Grown campaign-related efforts.
- ☛ Participate in periodic Capay Valley Grown promotions and celebrations, such as "Taste of Capay."
- ☛ The Capay Valley Grown partnership year is January 1st through December 31st in each calendar year. Partnership benefits including the use of the promotional materials and logo are designated for one (1) partnership year only.

* *The Capay Valley Region encompasses the Western Yolo County communities of Madison, Esparto, Capay, Brooks, Guinda, and Rumsey, including Lamb Valley and Hungry Hollow. For the specific boundaries used for community planning purposes, please contact the Capay Valley Vision office.*

CVV agrees to provide _____ with:
name of farm enterprise

- ☛ Capay Valley Grown label and logo files on disc.
- ☛ Coordinated and visible promotional support through the Capay Valley Grown marketing campaign.
- ☛ Updated information via email about new campaign partners and campaign development.
- ☛ Appropriate mention in CVV Capay Valley Grown media releases and advertising.
- ☛ Opportunities to buy into cooperative advertising and promotional initiatives for the campaign.
- ☛ Listing on campaign website at www.capayvalleygrown.com.
- ☛ A copy of this agreement.
- ☛ Promotion of the long-term goals of profitability, stability, and sustainable stewardship for the Capay Valley-Esparto farming community.

Capay Valley Grown promotional materials are restricted to partners in good standing. Partnerships must be renewed annually in order to continue use of promotional materials. Permission to use the Capay Valley Grown promotional materials, including the label and logo, can be withdrawn by a vote of the Capay Valley Vision Board of Directors for failure to adhere to the partnership agreement.

Farmer/Producer Representative

Date

Sue Heitman, Executive Director, CVV

Date



Farm and Ranch Partnership Agreement

FARM/ BUSINESS NAME:		
CONTACT NAME(S):		
MAILING ADDRESS:		
CITY:	STATE:	ZIP
SHIPPING ADDRESS (if different from above):		
CITY:	STATE:	ZIP:
BUSINESS TELEPHONE:	CONTACT TELEPHONE:	
FAX:	EMAIL:	
WEB SITE:		

AS A PRODUCER, CHECK METHOD(S) USED TO SELL OR MARKET PRODUCTS:

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Wholesale | <input type="checkbox"/> Cooperative | <input type="checkbox"/> U-Pick |
| <input type="checkbox"/> Farmers' Market | <input type="checkbox"/> Mail Order | <input type="checkbox"/> Community Supported Ag (CSA) |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Web site | <input type="checkbox"/> Farm or Roadside Stand |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Auction | <input type="checkbox"/> Other _____ |

LIST PRODUCT(S) LOCALLY GROWN, SOLD AND/OR PROCESSED AND SEASONAL AVAILABILITY – WINTER, SPRING, SUMMER, FALL (W S S F) [FEEL FREE TO ATTACH A PRODUCT LIST]:

Product	W	S	S	F	Product	W	S	S	F

PARTNERSHIP DETAILS		
LEVEL	CHARTER FEE	BENEFITS
<input type="checkbox"/> Farm & Ranch	\$100	Use of the Capay Valley label as described above and wholesale pricing on marketing and promotion materials. Also, a <i>Capay Valley Grown</i> T-shirt.
<input type="checkbox"/> Additional Entity	+ \$50	Same as above. (Additional Entity listing is for businesses that would like a separate listing for each business entity. Additional entities must be under the same ownership as the original partner.)