

FAQ FOR LOCAL FOOD SYSTEM

Wholesalers, Groceries, Retailers, Restaurants, Caterers, Butchers, Universities, Institutions, Schools, Hospitals, Nursing Homes, Distributors, Supporting Organizations, Supporting Businesses, and Farmers' Markets.



How will I benefit from participating in the program?

What do I need to do in order to participate in the program?

What will it cost my business to participate in the Piedmont Grown program?

What are the standards for use of the Piedmont Grown logo?

What are some of the ways I can use the Piedmont Grown logo?

What happens if my business is not compliant with standards for logo use?

How will I benefit from participating in the program?

Consumers in communities across the Piedmont of North Carolina are choosing to buy locally grown farm products because they want to know where their food comes from and who grew it. The [Piedmont Local Food Community Visioning Process](#) reported that local food is an important consideration when consumers choose a grocer or restaurant. Piedmont residents believe that locally produced foods offer higher quality and have indicated that even though locally produced foods may cost a little more, they are worth the extra cost.

As a Piedmont Grown local food system business, you will gain exposure for your food-related business through the searchable website. You will also be able to use the logo in accordance with the terms noted in the [license agreement](#). [Promotional and marketing materials](#) are also available.

What do I need to do in order to participate in the program?

To become a retail partner and market products with the Piedmont Grown label, local food system businesses must agree to adhere to the requirements outlined in the Piedmont Grown License Agreement and be sure to check the boxes on the certification webpage during the web based enrollment process. Any local food system business may use the logo to identify the certified farm product with the product. Only Piedmont Grown partners are allowed expanded use of the logo and marketing materials. Only businesses that are owned and operated and do most of their business in Piedmont counties can become Piedmont Grown Partners.

What will it cost my local food business to participate in the Piedmont Grown program?

Participation for local food system businesses is \$50 each year.

If your business is interested in advertising or sponsorship, please contact us at info@piedmontgrown.org.

What are the standards for use of the Piedmont Grown logo?

As a local food system business partner in the Piedmont Grown program, you are required to adhere to the provisions outlined in the Piedmont Grown License Agreement. The Piedmont Grown label can be used by retailers to promote food and farm products grown, raised, or made within the boundaries of the Piedmont Region by certified Piedmont Grown farms; a current list of Piedmont Grown certified farms is available upon request.

What are some of the ways I can use the Piedmont Grown logo?

The Piedmont Grown logo can be made available as a graphic file for use on menus, as window or door stickers, and in poster form for you to use as appropriate. Additionally, profiles of farms can be made available for posting in your business and/or training your wait staff to communicate with diners interested in local products. Partners that sell local farm products can be listed in Piedmont Grown's online listing.

What happens if my business is not compliant with standards for logo use?

Failure to comply with the terms and conditions of the Piedmont Grown License Agreement will result in immediate termination from the program and the loss of the right to use the Piedmont Grown logo and related promotional materials.