



CERTIFIED SOUTH CAROLINA/FARM TO SCHOOL Associate Member Application

Date Received

Date Approved



The Certified South Carolina program is a cooperative effort among producers, processors, wholesalers, retailers, restaurants, schools, food distributors and the South Carolina Department of Agriculture (SCDA) to brand and promote South Carolina agricultural products. The programs goal is for consumers to be able to easily identify, find and buy South Carolina products. The Certified South Carolina program is free to join and membership is made by application to and acceptance by the SCDA Marketing Department.

The Associate Member Application is a Licensing Agreement for promotional use of the Certified SC Grown® and Certified SC Product® logos.

SCDA is offering the use of its branding logos and slogan to South Carolina schools for use in promotional efforts featuring South Carolina grown produce in their cafeterias, gardens and classrooms. Applicant agrees to feature Certified SC Grown fruits, vegetables and/or products in their school cafeteria meal programs and participate in SC Farm to School activities. Participating in South Carolina Farm to School activities is defined as schools having established one or more of the following at their program site:

- Purchase South Carolina Grown fruits and vegetables from local farmers, farmers markets, distributors, etc.
- Promote SC grown fruit and vegetables in the classroom and cafeteria
- Integrate nutrition/agriculture education through hands-on learning activities
- Establish or revitalize a vegetable and/or fruit garden

Farm to School Members that participate in the Certified SC program may receive promotional materials to facilitate promoting and serving SC grown produce in the classroom and cafeteria free of charge.

Applicant understands the SCDA owns all rights and trademarks for use of the brand materials, and furthermore agrees to abide by the terms and conditions set forth in the style manual. Unauthorized use may also result in liability under Federal Trademark Law. The SCDA reserves the right to revoke Applicant's use of the logo at any time should it be abused or used in an inappropriate manner.

Associate Members may reproduce the appropriate Certified SC logo, but only in conjunction with their school name and/or logo. The artwork may be used in promotional print advertising and signage, television or other mediums as appropriate upon approval from the Certified South Carolina program coordinator or Farm to School coordinator.

By entering into the Certified South Carolina Program as an Associate Member, I understand that I am authorizing the SCDA to make public my business contact and program information for use to the general public, both in printed and electronic format. If I choose to opt out of this provision I must indicate so in writing to the SCDA. The information collected will be used internally and for recognition on the Certified SC website and will not be redistributed or shared to outside sources.

I (we) agree to comply with all the terms and conditions of the regulations pertaining to the use of the Certified South Carolina logo(s).

Signature _____ Date _____

Application

School Name _____

District _____

County _____

Mailing Address _____

City _____ State _____ Zip _____

Physical Address *(If different than above)* _____

City _____ State _____ Zip _____

Name and Title of Primary Contact _____

Phone Number _____ Email _____

Website _____ Social Media Handles _____

Who is the best person to receive information about Farm to School trainings, resources, and newsletters?

Name _____ Email _____

List additional emails of individuals who wish to receive the monthly Farm to School newsletter.

Please give us a description of your current Farm to School program.

Description of how the Certified South Carolina logos will be utilized.

What South Carolina grown/raised products does your school serve in cafeteria programs?

Estimate on average how many times per month a SC Grown product was served in your cafeteria.

What South Carolina Products are you interested in procuring more of?

How are you currently purchasing SC Grown/raised products?

Produce distributor (Ex. Senn Bros., Marvin's Produce)

DOD Fresh Program

Broad liner (US Foods, Sysco)

Farmer Co-op

Food Hub (Ex. GrowFood Carolina)

Local Farmer (If so, who?) _____

Other _____



MEMBER BENEFITS

- License to use the Certified SC logo on your marketing materials
- Brand signage available
- Website listing with your farm / market's details
- New member certificate
- Participation in a brand with state-wide recognition

**OR PRINT AND RETURN
COMPLETED APPLICATION TO**

South Carolina Department of Agriculture
ATTN: LauraKate McAllister
P.O. Box 11280, Columbia, SC 29211

landerson@scda.sc.gov

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