



Thank you for your interest in the Northern Colorado Foodshed Project Certified Local program! We developed this program to recognize and celebrate Northern Colorado restaurants that support the local food economy. The Certified Local program ensures that restaurants listing local farms and producers on their menus are regularly purchasing from them, which ensures that the benefits of farm-to-table are shared with producers. In return for your commitment to growing our local food economy, this certification will recognize you for your efforts, and the program will work to improve our local food system's capacity to meet your needs as a restaurateur.

### **ALL CERTIFIED LOCAL RESTAURANTS RECEIVE:**

- ★ Inclusion on Certified Local restaurant list (and future guide) including direct link to online booking
- ★ Promotional materials and logo rights including window decal, digital badge, prewritten program copy for menu, website, and marketing materials
- ★ Regular promotion in the Foodshed Project's print and digital media
- ★ Yearly annual report with data related to local food and industry impact
- ★ Access to a database of local food production availability to facilitate purchasing (coming soon)

### **WHO CAN APPLY?**

Currently, we are accepting applications from all sit-down restaurants within Larimer County.

### **HOW DOES IT WORK?**

Restaurants complete the following application annually to showcase their local food purchasing practices and compliance with the Certified Local Standards (page 2).

Our team will process and review applications within 5-10 business days, including performing an audit spot check to verify the food purchases submitted and verify compliance with our Fair Marketing Standard. Upon acceptance, restaurants will receive an acceptance email containing instructions for fee payment and a program guide with certification and licensing agreements for signature. Once the signed agreements and fee are received, we will deliver a marketing package with the above listed promotional materials and add your restaurant to the Certified Local Restaurant list!

We reserve the right to complete additional quarterly verification checks by contacting producers listed on the menu, website, marketing materials, or in-restaurant signage to confirm food purchasing.

### **HOW MUCH DOES IT COST?**

2020 fee for certification is **\$75**. All fees go toward administrative processing costs and the development of added benefits for restaurants such as a local food map and guide, local food production database, and more.

# CERTIFICATION STANDARDS

The Certified Local Standards were designed with consultation from chefs and restaurant owners. The two certification tiers allow the program to meet restaurants where they are while ensuring that the accreditation is meaningful for consumers. The Core tier makes certification accessible and possible for all restaurants in our communities supporting local food, while the Exceptional tier allows restaurants that go above and beyond to receive special recognition. Throughout, we will offer support to make it easier for your restaurant to purchase from local food producers.

## **TIER 1: CORE**

1. **Fair Marketing** - Within the past 30 days, restaurants must have purchased product from every farm listed on the menu, displays, or marketing materials (including website).
  - a. *Best practice: If a restaurant does not change its menu on at least a monthly basis, farm names and products should be displayed on a chalkboard or other changeable display.*
2. **Colorado Purchasing** - At all times, restaurants must offer at least one Colorado-grown or produced item from five or more of the following categories, if applicable to your menu.
  - i. Produce
  - ii. Meat/Fish/Eggs
  - iii. Dairy
  - iv. Beer/Spirits
  - v. Wine
  - vi. Honey and other processed foods (bread, mustards, jams, jellies, coffee, tea, etc.)
3. **Local Purchasing** - Restaurants must have at least three local (Northern Colorado) agricultural products on the menu at any given time. Only items from categories i, ii, and iii above satisfy this criterion.

## **TIER 2: EXCEPTIONAL**

All Core standards, plus the following:

1. **Seasonal Menu** - The main ingredients of at least one appetizer and one entrée must be entirely locally procured and seasonally appropriate, year-round.
2. **Local Purchasing Plus** - Restaurants must have at least six local (Northern Colorado) agricultural products on the menu at any given time. These must include at least two produce items and at least one meat/fish item.
3. **Local Beer & Wine** - The beer list features at least three Northern Colorado breweries, and at least two Colorado wines.

# APPLICATION

Please complete this application and return to [info@foodshedproject.org](mailto:info@foodshedproject.org) with a high-resolution copy of your restaurant logo.

We recommend having your 2019 food purchases from local producers available for the completion of this application. It may help to organize your food purchases by category: produce, meat/fish, dairy, beer and spirits, wine, and honey and other processed foods (spreadables such as jams, mustard; bread; coffee, tea, etc.). **All individual business data is kept confidential.**

Please email us with any questions. Thank you for supporting the Larimer County and the greater Northern Colorado local food economy - we look forward to working with you!

## 1) Contact Information

Applicant Full Name \_\_\_\_\_

Applicant Email Address \_\_\_\_\_

Applicant Phone Number \_\_\_\_\_

Relation to Business \_\_\_\_\_

## 2) Business Information

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

Mailing Address \_\_\_\_\_

Business Phone (if different from above) \_\_\_\_\_

Business Email (if different from above) \_\_\_\_\_

Website \_\_\_\_\_

Type of restaurant/food business:

( ) Fine Dining

( ) Casual Dining

( ) Fast Casual

( ) Quick Service - counter service & drive-through

Full Name of Executive Chef/Owner (if different from above) \_\_\_\_\_

Contact Email/Phone of EC/Owner (if different from above) \_\_\_\_\_

Full Name of PR/Marketing Person \_\_\_\_\_

Contact Email/Phone of PR/Market Person \_\_\_\_\_

Business Instagram: @ \_\_\_\_\_

Business Facebook: [www.facebook.com/](http://www.facebook.com/) \_\_\_\_\_

3) **Standards & Local Food Purchases** (Please report purchases at the individual producer level (not distributor/purveyor))

- Are you applying for Core or Exceptional?    ( ) Core ( ) Exceptional
- Total spent annually on food purchases from local producers: \_\_\_\_\_
- Total amount spent annually on all food purchases: \_\_\_\_\_
- **Fair Marketing:** Within the past 30 days, you must have purchased product from every farm listed on your menu, displays, and marketing materials (including website). If you do not update menus monthly, farm names and products must be listed on a chalkboard or other changeable display. Do you agree to the Fair Marketing Standard?    ( ) Yes    ( ) No
- **Seasonal Menu** (*Exceptional only*): The main ingredients of at least one appetizer and one entrée must be entirely locally procured and seasonally appropriate, year-round. Do you agree to the Seasonal Menu Standard?    ( ) Yes    ( ) No
- **Purchasing:** At all times, restaurants must offer at least one Colorado-grown or produced item from five of the Certified Local food categories.

Core: The restaurant must have at least three local (Northern Colorado) agricultural products on the menu at any given time. Only items from categories i, ii, and iii above satisfy this criterion.

Exceptional: The restaurant must have at least SIX local (Northern Colorado) agricultural products on the menu at any given time. Products must include at least two produce items and at least one meat/fish item. Only items from categories i, ii, and iii above satisfy this criterion. Additionally, the alcoholic beverage list must feature at least three Northern Colorado breweries or distilleries and at least two Colorado wines.

1. **Produce:** List all Colorado produce purchases by producer. If more space is needed, please attach additional pages. **\*\*Exceptional must list at least TWO (2) Northern Colorado items\*\***

Producer Business Name	Producer Contact Name	Contact Phone/Email	Total Purchases (\$)	Items Purchased

2. **Meat, Fish, Eggs:** List all Colorado meat, fish, and egg purchases by producer. If more space is needed, please attach additional pages. \*Exceptional must list at least ONE (1) Northern Colorado item.\*

Producer Business Name	Producer Contact Name	Contact Phone/Email	Total Purchases (\$)	Items Purchased

3. **Dairy:** List all Colorado dairy purchases by producer. If more space is needed, please attach additional pages.

Producer Business Name	Producer Contact Name	Contact Phone/Email	Total Purchases (\$)	Items Purchased

4. **Beer/Spirits:** List all Colorado beer and spirit purchases by producer. If more space is needed, please attach additional pages. \*\*Exceptional must list at least THREE (2) Northern Colorado breweries or distilleries\*\*

Producer Business Name	Producer Contact Name	Contact Phone/Email	Total Purchases (\$)	Items Purchased

5. **Wine:** List all Colorado wine purchases by producer. If more space is needed, please attach additional pages.. **\*\*Exceptional must list at least TWO (2) Colorado wines\*\***

Producer Business Name	Producer Contact Name	Contact Phone/Email	Total Purchases (\$)	Items Purchased

6. **Honey and other processed foods:** List all Colorado processed foods purchases such as honey, spreadables, drinkables, by producer. If more space is needed, please attach additional pages.

Producer Business Name	Producer Contact Name	Contact Phone/Email	Total Purchases (\$)	Items Purchased

**4) Program-Specific Questions**

- Why do you choose to support local food producers? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- What are your biggest challenges in offering more locally produced food to your customers/on your menu? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- Permission to include your business name on the Certified Local Restaurant List? ( ) Yes ( ) No
- Permission to include your business name and tag your business on social media posts, marketing materials, etc.? ( ) Yes ( ) No
- Would you be interested in hosting a Certified Local event at your business, such as a cocktail hour, or participating in on-farm events such as tours and dinners? ( ) Yes ( ) No

5) **Logo:** Please email a high-resolution (.jpg or .png) copy of your logo to info@foodshedproject.org with this application.

6) **Audit Permission:** The Northern Colorado Foodshed Project has my permission to perform a spot audit of the producers and food purchases listed above upon both receipt of this application and quarterly based on what is listed on the restaurant menu, website, marketing materials, and in-store signage. **All individual business information will remain confidential.**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

7) **2020 Certification Fee:** The \$75 certification fee goes towards all processing and administrative costs associated with the program as well as the development of added benefits for restaurants such as a local food map and guide, local food production database, and more. Payment instructions will be sent after acceptance. All checks must be made payable to the Northern Colorado Foodshed Project.

Do you prefer to pay by check or card? ( ) Check ( ) Card

\_\_\_\_\_

**Thank You!**

***Our team will begin processing and verifying your application as soon as it is received. You will receive notification regarding the status of your application within 5-10 business days. We may ask for supporting documents to validate the food purchases included in your application.***

***Upon acceptance, we send an email containing instructions for fee payment and a program guide with participant and licensing agreements for signature. Once the signed agreements and fee are received, we will deliver a marketing package with the above listed promotional materials and add your restaurant to the Certified Local Restaurant list!***

***Certifications must be renewed annually. You will be contacted 1-2 months before your renewal date with a link to update your food purchase details and business information, if applicable.***