

San Diego Grown 365 Information

For Farmers and Growers

What is San Diego Grown 365?



San Diego Grown 365 (365) is a Farm Bureau campaign that supports local farmers who grow and raise products in San Diego County. The 365 certification mark, and its complementary brand *San Diego Born & Raised*, clearly identify County farmers and their products as local.

San Diego County has more farms than any other county in the United States. Over 6,600 farmers, many of whom have developed a reputation for quality, high-value specialty crops, work to make agriculture a \$1.7 billion industry locally. The overall economic value of this sector is even higher, at \$5.1 billion annually. Consider joining 365 to be part of the growing Farm to Table trend and to set your business apart from the competition.

What are the benefits?



As a local farmer, you know that many consumers seek out locally grown and sourced products. By participating in 365, you will join with other local growers, meal-serving establishments, and retailers to provide and promote local products. As a licensee of 365, you will receive at no charge:

- Authorization to use the 365 certification mark;
- A listing on the San Diego County Farm Bureau website as a 365 licensee;
- Access to digital point of decision (POD) and promotional graphics;
- Recognition of your business's commitment to the local food movement via ongoing promotional efforts of the San Diego County Farm Bureau and affiliated organizations;
- Access to the San Diego Grown Exchange at www.sandiegogrown.com, which connects local farmers with retail stores, restaurants/institutions, and distributors interested in sourcing locally grown products; and
- Potential increased sales.

What are your responsibilities?

- Continue to make available to consumers your locally grown or produced products from within San Diego County. This may include sale at farm stands, CSAs and farmers' markets, and to retailers, restaurants and food service institutions;
- If you use a distributor, look for one that promotes local and searches out like-minded customers;
- When possible, participate in the Harvest of the Month (HOTM) program. Each month, HOTM features and promotes a local fruit and vegetable: <http://www.harvestofthemonth.cdph.ca.gov/>; and
- Promote the brand and message of the 365 certification mark to highlight your products on print signage (banners, table tents, chalkboards, posters, etc.), website, and in promotions, events and social media.



For more information, visit: <http://www.sdfarmbureau.org/BuyLocal/SD-Grown365.php>

To review and complete the 365 Licensing Agreement for Farmers and Growers:

<http://www.sdfarmbureau.org/BuyLocal/365ShortLicencingAgreeServersGrowers.pdf>

