

San Diego Grown 365 Information

For Fishermen

What is San Diego Grown 365?



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

San Diego fishermen continue the rich tradition of their Chinese, Japanese, Italian and Portuguese predecessors, who made significant contributions to San Diego's maritime economy and history. Today, approximately 28 different species of fish are harvested from area U.S. waters and landed at ports along the San Diego County coast. Although a relatively small fishing community, local fishermen have a unique opportunity to market their catches to an urban population of over 3 million people within 75 miles. 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 fisherman, you know that many consumers seek out locally landed fish and seafood. By participating in 365, you will join with other local fishermen, growers, meal-serving establishments, and retailers to provide and promote locally sourced and landed 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 fishermen and farmers with retail stores, restaurants/institutions, and distributors interested in sourcing local products; and
- Potential increased sales.

What are your responsibilities?



- Continue to make available to consumers your locally landed products. This may include sale at fishermen's 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; 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>.

