

San Diego Grown 365 Information

For Retail Establishments

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?



Consumers want to know where their food comes from, and many seek out locally grown and sourced products. By participating in 365 you will differentiate your business, and show your customers that you promote local farming and the local economy. 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?

- Source and sell locally grown or produced products in your store;
- When possible, participate in Harvest of the Month by selling and promoting the featured monthly local fruit and/or vegetable: <http://www.harvestofthemonth.cdph.ca.gov/>; and
- Promote the brand and message of the 365 certification mark to highlight local products in store with print signage (posters, flyers, POD materials, etc.), and, as appropriate, via your 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 Retailers:

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

