

# GROW CHATTANOOGA

## Grow Chattanooga: Eligibility & Benefits

Grow Chattanooga is designed to help strengthen and increase public awareness of our local food economy. This includes supporting local food partners through marketing and promotional support. Grow Chattanooga partners are expected to show a strong commitment to supporting the local food movement by growing locally or sourcing from local farms.

### 1. Farms

- a. Farms must meet the following criteria in order to be approved as a Partner in Grow Chattanooga:
  - i. The Farm must be locally owned and operated within 100 miles of Chattanooga, and
  - ii. The Farm must grow or raise the edible agricultural products that it sells (including but not limited to vegetables, fruits, grains, poultry, livestock, and honey).
- b. Locally owned and operated Farms with a similar focus that lie *near to*, but outside, the Chattanooga foodshed *may* be approved for registration on a case-by-case basis based on the following criteria:
  - i. A pre-existing market in the Chattanooga area, or
  - ii. A product that is not readily available in the Chattanooga area, or
  - iii. The Farm's ability to uniquely stimulate Chattanooga's local food economy.
- c. Farm membership in Grow Chattanooga is \$20 annually.

### 2. Food Artisans / Processors

- a. Processors (such as butcher shops, bakeries, caterers and commercial kitchens) must meet the following criteria in order to be approved as a Partner in Grow Chattanooga:
  - i. The business must be locally owned and operated within 100 miles of Chattanooga, and
  - ii. The business must consistently use one or more primary ingredients in their production that is sourced from a Partner Farm. The use of those ingredients must be featured throughout the available growing season, May-November. Farmers must verify the business does purchase regularly from them in order for the business to qualify as a partner.
- b. To meet eligibility requirements, all food artisans/processors must be confirmed by at least one partner farm from which the business regularly purchases agricultural products.
- c. Food Artisan/Processor membership in Grow Chattanooga is \$50 annually.

### 3. Farmers Markets

- a. Markets must meet the following criteria in order to be approved as a Partner in Grow Chattanooga:
  - i. All vendors must grow, raise, produce, and/or process the products that they sell at the market (The market must *not* allow the re-selling of products), and
  - ii. Must regularly include at least one Partner Farm, and
  - iii. Must be located within 50 miles of Chattanooga.
- b. Partner Markets should encourage their vendor Farms and Processors to apply to become Partners in Grow Chattanooga.
- c. Farmers Market membership in Grow Chattanooga is \$20 annually.

### 4. Restaurants

- a. Restaurants (including Food Trucks/Carts and Caterers) must meet the following criteria in order to be approved as a Partner in Grow Chattanooga:
  - i. The Restaurant must consistently use one or more primary ingredients that are sourced from a Partner Farm and/or Processor (to "consistently use" means having at least one standard menu

- item and/or a weekly special throughout the available growing season, May-November, in which a primary ingredient is from a Partner Farm or Processor), and
- ii. Be located within Hamilton, Marion, Sequatchie, Dade, Walker, Bradley and Catoosa counties, and
- iii. Partner Restaurants must clearly identify on their menu the primary Partner Farms and/or Processors from whom they regularly purchase. This may include a menu insert, chalkboard, or other visible statement of which farms they purchase from to help customers identify which products are in fact local.
- b. To meet eligibility requirements, all restaurants must be confirmed by at least one partner farm from which the business regularly purchases agricultural products.
- c. Restaurant membership in Grow Chattanooga is \$50 annually.

**5. Grocers**

- a. Grocery Stores (including Small Markets and Cooperative Grocers) must meet the following criteria in order to be approved as a Partner in Grow Chattanooga:
  - i. Provide a regular selection of in-season locally-grown and/or locally-crafted products from Partner Farms and/or Processors (a “regular selection” means having products from Partner Farms or Processors available for purchase throughout the available growing season, May-November), and
  - ii. Be located within Hamilton, Marion, Sequatchie, Dade, Walker, Bradley and Catoosa counties.
  - iii. Partner Grocers must clearly identify products in their store that are sourced from Partner Farms and/or Processors. This may include a chalkboard, labels, and farmer profiles next to local products in order to help customers identify which products are in fact local.
- b. To meet eligibility requirements, all grocers must be confirmed by at least one partner farm from which the business regularly purchases agricultural products.
- c. Grocery Store membership in Grow Chattanooga is \$50 annually.

**6. Community Gardens**

- a. Community Gardens located within Hamilton, Marion, Sequatchie, Dade, Walker, Bradley and Catoosa counties are eligible.
- b. Community Garden membership in Grow Chattanooga is free.

**7. Resource Organizations**

- a. Resource organizations must be located within 100 miles of Chattanooga, and must demonstrate a commitment to supporting and/or promoting the production and/or consumption of local food through the organizations’ primary activities.
- b. Resource Organizations will be expected to host at least one event that promotes the mission of Grow Chattanooga. These may include a local food dinner/potluck, showing a food related movie, or working as a volunteer at a Grow Chattanooga booth at an event or farmers’ market.
- c. Resource Organization membership in Grow Chattanooga is free.

