

Yes! Sign me up for a Market Connection Membership

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Please enclose your completed Sustainability Criteria (available at www.westernsustainabilityexchange.org or by requesting a copy from 406-222-0730)
(Your credit card will be debited or check cashed only when you have passed the criteria)

Enclosed is: (Check appropriate box)

- Standard Membership \$160 per year
- Economy Membership \$100 per year
- Introductory Membership \$50.00 first year
- Seasonal Standard Membership \$80.00 for 6 months
- Seasonal Economy Membership \$50.00 for 6 months
- Check here if you would like to spread your payment over 3 months (only available with credit card payment)

Credit Card Visa Mastercard Expires _____

Number _____

Name as appears on card _____

Signature _____

Make checks payable to WSE

Complete this form and send with completed Sustainability Criteria to:

Western Sustainability Exchange

P.O. Box 1448
Livingston, MT 59047

For more information call (406) 222-0730 or visit our website at:

westernsustainabilityexchange.org



 Printed on 100% Recycled Paper - Please Recycle!



Producer Benefits & Requirements



Why become a member of WSE's Market Connection Program?

- My business uses environmentally sustainable farming or ranching practices
- My business produces a product within the Northern Rockies bio-region
- I would like access to a network of chefs, restaurants and other buyers interested in local, sustainably produced agricultural products
- I am willing to track my sales to participating restaurants and share that information with WSE (Our funders require this data to verify the effectiveness of our programs. All information is kept strictly confidential.)

If you meet our Sustainability Criteria, a membership in WSE's Market Connection Program can provide you with the marketing support you need.

Western Sustainability Exchange's Market Connection Program

This program is designed to connect agricultural producers using sustainable stewardship practices with markets desiring their products. It is WSE's mission to "advance sustainable choices that enhance economic opportunities which preserve open space, wildlife habitat, farm and ranchlands and quality of life for future generations." Your annual membership

in WSE's Market Connection Program strengthens our mission while providing you with marketing support and contacts with local, regional and national buyers.

Sustainability Criteria Overview

Western Sustainability Exchange created the Sustainability Criteria to understand the sustainable agricultural techniques farmers and ranchers use to protect human and livestock health and the health of soil, water, air, open space, wildlife and fish resources. These criteria are based on years of market research that identify the characteristics many consumers, chefs, and natural food markets demand in "natural food" products. They were developed in consultation with range specialists, ranchers, farmers, chefs, and consumer research. These criteria ensure that producers:

- eliminate hormones and antibiotics
- significantly reduce or eliminate chemicals
- protect open space, wildlife habitat, and water quality

Producers must meet 75% of WSE's Sustainability Criteria to qualify for marketing assistance. Products that contain growth hormones and/or animal by-products as protein feed for livestock, or crops that use genetically modified (GMO) seeds, are ineligible.

Choose the Membership Level that Best Meets your Marketing Needs:

\$160 Standard Membership

- Promotion to Local, Regional and National Markets, where appropriate
- Featured Listing in Farm to Restaurant Producer Directory with Logo
- Featured Listing on WSE Website with Logo
- Promotion at WSE Events
- Discounts to Select WSE Events, e.g. Local Foods Commerce Day
- 1 yr. License to Use WSE's Sustainability Rating Logo

\$100 Economy Membership

- Listing in Farm to Restaurant Producer Directory
- 1 yr. License to Use WSE's Sustainability Rating Logo

\$50 Introductory Membership

- Good for One Year
- Listing in Farm to Restaurant Producer Directory

Small Market Vegetable Growers Seasonal Membership (6 months)

- \$80 Standard Membership ~ Same as above
- \$50 Economy Membership ~ Same as above

Sustainability Rating Logo:

In 2007 WSE partnered with the Community Food Co-op in Bozeman in developing a star rating system to assist consumers in identifying the properties they most desired in meat purchases. The system proved so successful that the Co-op extended it into the produce section.

WSE has expanded the rating system to reflect more of the Sustainability Criteria and is using it to promote producers in the Market Connection Program.

WSE uses the following star ratings to graphically illustrate particular traits of individual producers and products.

Produce and Grains

- ★ Nothing Added
- ★ Produced in the Region
- ★ Montana or USDA Certified Organic
- ★ Sustainable Stewardship Practices



Livestock

- ★ No Hormones or Antibiotics
- ★ Low-Stress Livestock Handling
- ★ Produced in the Region
- ★ Montana or USDA Certified Organic
- ★ Sustainable Stewardship Practices
- ★ American Grassfed Association Certified