




## Eco-label Marketing Information

Logo	Marketing	Retail Sales	Institutional Marketing	Fees	Certification Fee	Premiums	Marketing Materials
	<p>Marketing is done by approved farms with assistance from the Food Alliance. MWFA assists with the collaborative development of direct and retail marketing materials. MWFA also provides a public education and consumer awareness campaign to support the seal of approval.</p>	<p>In 2002, MWFA has 37 retail partner stores in Minnesota - including Kowalski's Markets, Coborn's, and Hy-Vee. Retailers in other states (WI, IA) to be added in 2003.</p>	<p>MWFA does not directly support institutional marketing. However, several MWFA farms are receiving support for marketing to the University of Minnesota Morris through a Land Stewardship Project effort.</p>	<p>A sliding scale based on MWFA sales.</p>	<p>Application Fee: \$300 Inspection Fee: \$200 Licensing Fee: A sliding scale based on MWFA sales.</p>	<p>As MWFA is only in its third year, information on MWFA premiums is incomplete. However, nationally Food Alliance premiums include: Increases in volume and market share, Increases in number of stores carrying products, Price premiums of 5-8% (depending on products), and Increased farm &amp; farmer recognition.</p>	<p>MWFA provides a variety of marketing materials including stickers, recipe cards, brochures, bagstuffers, certificates, and clothing. MWFA provides point of sale materials for use in retail settings including: danglers, stickers, brochures. Additionally MWFA supports its farms through demos and store events, press releases, website listings, print media, cost-shares for banners and new box plates, and collaborations with supporting organizations - e.g. Minnesota Grown program, Land Stewardship Project.</p>
	<p>Grower and non-profit broker/distributor (Red Tomato), for-profit distributors</p>	<p>7 retail chains, institutional buyers, farmers markets and co-ops)</p>	<p>Distributors market to institutional buyers.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>point-of -purchase cards, bag</p>
	<p>Grower and Certifier</p>	<p>No retail outlets participating in region</p>	<p>None</p>	<p>\$500 average fee (30-2400 acres)</p>	<p>Waived Indefinitely</p>	<p>\$1/hwt required must track sales</p>	<p>Logo, bag, materials for retail produce buyers</p>