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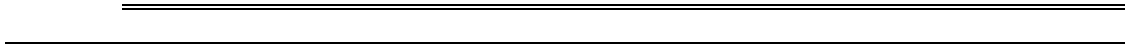
Guiding Principles: A Value-Chain Partnership Charter

Preamble: These Guiding Principles outline our intended common line of action to provide healthy, produce and other good food from sustainable farms into local and regional food service distribution. We will do so in a trust relationship, using sound business practices and open communication to ensure the realization of a fair return for effort and investment to all participants in the value-chain – field workers, farm owners, packing house operators, aggregators and shippers, distributors and food service operators and consumers they serve. We desire to maximize the use of local, in-season fresh produce in satisfying the market needs and to tell the story of the production of the food to create strong links between consumers and the farmers/stewards of the land that grow the crops. We envision forging strong ties in this value-chain partnership that result in long-term relationships that benefit all participants with health, economic success, and a sense of community. We further envision creating economic and community benefit from season extension whenever possible through the application of new production, storage, handling, package, food safety and distribution technology and practices to meet the appreciation and demand for good food. Furthermore as a broad line food distributor and aggregator we desire to extend these benefits across product categories (preserves, dried food, packaged goods, meat, dairy, etc.) and seek to lead with us and our neighbors to create new value-chain partnerships for these categories across the region.

Principles:

- Values-based food value chains are trust relationships and supply chains that:
 - Are strategic alliances that deal in significant volumes of high-quality, differentiated food products and seek to distribute rewards equitably across the supply chain;
 - Treat farmers as strategic partners, not as interchangeable input suppliers;
 - Recognize that creating maximum value for the product depends on significant interdependence, collaboration, and mutual support among strategic partners.
 - Build value beyond the product to include the story of the people, land, and practices

- Specific agreements between farmers and other value-chain partners ensure:
 - Reasonable calculation of production & transaction costs, with price negotiated on that basis;
 - Fair agreements and for appropriate time frames;
 - Opportunity to own and/or control their own brand identity as far up the supply chain as they choose; possibly involving co-branding with other value-chain strategic partners;
 - Full participation in the development of mechanisms to resolve conflicts, communicate concerns about performance, or alter directions within the value chain.



For Distributor

For Aggregator

For Grower

Signature: _____

Signature: _____

Signature: _____

Name: _____

Name: _____

Name: _____