



## Idaho Preferred® Foodservice Promotion 2010

### Restaurant Participation Agreement Form **MUST BE RETURNED BY March 31, 2010**

#### Restaurant Contact Information:

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Name of Restaurant:		
Contact Name:		
Restaurant Address:		
City, State, Zip		
Contact Phone:		Best time to call:
Contact E-mail:		
Contact Fax:		

#### Participation Details:

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Idaho restaurants **must use at least four Idaho Preferred® member products, two of which must come from specialty crops (culinary herbs, fruits, vegetables, and wines)** on their current menus to qualify for this funding opportunity.

The Idaho Preferred® 2010 Foodservice Promotion will include two components:

##### 1. Menu reprinting

- Requirements
  - i. Funds will be used to reprint the restaurant's menu to reflect use of local products. A minimum of four products (two specialty crop products) must be sourced from Idaho Preferred® members. Farm name and location must be included on the menu reprint (if farm name is not known, or products are sourced from multiple suppliers, please indicate on application).
  - ii. Use of Idaho Preferred® logo is not required but is encouraged.
- Funding availability
  - i. Sysco Customers
    - 1. Sysco Idaho, in cooperation with Idaho Preferred®, will pay for the cost of menu reprints. Sysco will print up to 100 menus at no cost.
  - ii. Non-Sysco Customers (most northern Idaho locations)
    - 1. Idaho Preferred® will pay up to \$500.00 for the cost of menu reprinting.

##### 2. Cooperative advertising:

- Requirements

- i. Restaurants must feature **four** Idaho Preferred<sup>®</sup> member products on their menu (**two** specialty crop products) at the time of advertisement purchase.
  - ii. The advertisement must feature menu item(s) and include location of product used on menu. Example: "Visit RESTAURANT NAME August 5-12 to try our delicious Peach Cobbler using fresh local peaches from Filer!" Again, if farm name is not known or product is received from multiple suppliers, use of "local" or "Idaho" is sufficient.
  - iii. The advertisement must use the Idaho Preferred<sup>®</sup> logo.
  - iv. Restaurant must send copy of the advertisement to Idaho Preferred<sup>®</sup> for prior approval along with a request for ad purchase (include publication, date(s), and frequency of ad) to Idaho Preferred<sup>®</sup>.
  - v. Restaurants must send receipt from ad purchase with an invoice specifying amount of Idaho Preferred<sup>®</sup>'s matching contribution.
- Funding availability
    - i. Idaho Preferred<sup>®</sup> will pay up to \$500.00 for the cost of a print advertisement. Restaurants must provide 100% matching funds at the amount provided by Idaho Preferred<sup>®</sup>.

**If you are unsure of what products qualify as Idaho Preferred<sup>®</sup>, please visit our website at [www.idahopreferred.com](http://www.idahopreferred.com) to see a directory of member products. Or, contact Kim Peterson at 332-8532 or [kim.peterson@agri.idaho.gov](mailto:kim.peterson@agri.idaho.gov) for more information.**

**To apply:**

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- **Attach a current menu** that includes the **four** Idaho Preferred<sup>®</sup> menu items or menu description if adding a new menu item not currently printed on menu.
- Send high-resolution logo to [kim.peterson@agri.idaho.gov](mailto:kim.peterson@agri.idaho.gov).
- **Return this form below and required menu information by March 31, 2010**

I, \_\_\_\_\_, agree to participate in the Idaho Preferred<sup>®</sup> Foodservice Promotion 2010 on behalf of (restaurant)\_\_\_\_\_.

**\*\*I would like to apply to receive funds for (please circle one): MENU REPRINTING or ADVERTISING.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit form by fax or mail to: Idaho State Department of Agriculture  
 ATTN: Kim Peterson  
 2270 Old Penitentiary Way  
 Boise, ID 83712  
 FAX: (208) 334-2879

For more information contact Kim Peterson, Idaho State Department of Agriculture 208-332-8532 email [kim.peterson@agri.idaho.gov](mailto:kim.peterson@agri.idaho.gov).