

Appendix

Resources for Direct Farm Marketing



Resources for Direct Farm Marketing by Topic.....	84
Idaho Agencies and Organizations	94
Other Regional and National Agencies and Organizations.....	97
Sample Hold Harmless Agreements	101

Introduction

This listing of publications, organizations, and websites does not serve as an endorsement of information, products, or services. Many other publications, organizations, and websites exist to serve the direct marketing community and have not been listed here due to space constraints.

Many of the books listed in this Appendix are available as new and used at your local bookstore or online at a number of book warehouses as well as being available at the location noted with each book listing. Book prices are not included due to the variability of pricing from year to year and source to source.

There are a number of online sources for new and used books online such as www.growingformarket.com, www.amazon.com, www.acresusa.com/books, www.back40books.com and many others. These are NOT the only sources, but are suggested as a starting point.

We extend our apologies for any unintentional omissions or any listings that may be obsolete at the time of this printing.

Resources for Direct Farm Marketing By Topic

Grassroots Marketing: Getting noticed in a Noisy World

Author: Shell Horowitz Growing For Market Books, P.O. Box 3747, Lawrence, KS 66046 (800) 307-8949
www.growingformarket.com

A book about how to get free and cheap publicity. The author covers creating an image, how to write and copy press releases, tricks of the printing trade to save money on brochures, ads, etc., direct mail, selling on the Internet, working with the media and much more.

Marketing for Success: Creative Marketing Tools for the Agricultural Industry

Author: Robert Matarazzo
Doe Hollow Publishing (908) 475-4460
www.matarazzo.com

Techniques to aggressively market agricultural products. Includes advice on running a dramatic and effective advertising campaign, receiving media coverage, creating a strategic marketing plan, succeeding in the world of entertainment agriculture, incorporating time management strategies and creating a positive selling environment.

Agricultural Tourism

Agriculture Innovation Center – Missouri

Department of Agriculture www.aginnovationcenter.org/resources/agritourism.shtml

A website with ideas for agri-tourism opportunities ranging from seasonal to year-round activities, to enhance the profitability of your farming operation.

Agritourism and Nature Tourism in California

Author: Diana Keith Small Farm Center, University of California One Shields Ave., Davis, CA 95616-8699 (530) 752-7716
sfcenter@ucdavis.edu

This publication is a workbook designed to help farmers and ranchers to determine their tourism potential and walk through the steps of establishing a tourism enterprise.

Alternative Enterprises and Agritourism Resource Manual: Farming for Profit and Sustainability Resource Manual

Author: James A Maetzold USDA, P.O. Box 2890, Washington, DC 20013 (202) 720-2307
www.nrcs.usda.gov/technical/RESS/altenterprise/resmanual.html

The Resource Manual contains 2,300 pages of reference material. It is divided into 20 chapters and 37 subchapters to guide you to a subject of

interest. The “Table of Contents and Abstracts” at the beginning of each chapter includes a brief description of articles, books, and publications. Source information includes websites, telephone numbers, email, and addresses on how to obtain copies of the subject matter. Each chapter contains articles, short publications, technical notes, and/or copies of the table of contents and forward or executive summary of books and publications.

A Primer on Agritourism and Ecotourism Startups and Management

Author: Desmond A. Jolly Ph.D
Small Farm Center, University of California
One Shields Ave., Davis, CA 95616-8699
(530) 752-7716

www.sfc.ucdavis.edu/doc/forsale_Resources.html

An educational manual that can provide a guide to the practical assessment of whether to consider entry into or expansion of an agricultural or nature tourism operation.

Business

Starting a Business in Idaho

Idaho Department of Commerce, 700 West State Street, P.O. Box 83720, Boise, ID 83720-0093; (208) 334-2470 info@business.idaho.gov or www.idahoworks.com

The booklet, Starting a Business in Idaho, is published by the Idaho Division of Economic Development. It provides a guide to developing a business plan, identifies business activities that are regulated or that require permits or licenses, and describes procedures or government forms necessary to comply with the laws. It lists government offices that issue licenses or perform inspections as well as offices that provide assistance and information. Upon determining which regulations or requirements apply, a prospective new business owner should work directly with the pertinent agencies.

Starting a Specialty Foods Business in Idaho

Idaho State Department of Agriculture P.O. Box 790, Boise, ID 83701-0790; (208) 332-8530 or www.idahoag.us

Starting a Specialty Foods Business in Idaho; A Comprehensive Guide for Idaho Specialty Food Processors - Published by Idaho State Department of Agriculture, International Trade and Domestic Market Development.

Business and market planning are important aspects of starting your specialty food business. There is an abundance of information and technical advice available to you as a budding food entrepreneur. This handbook discusses the major issues involved in building a specialty food business in Idaho, offers some tips on how to avoid pitfalls, and provides contacts in both the public and private sector which can be resources to you as you pursue your business goals.

Idaho Small Business Development Centers

Idaho SBDC, Boise State University, 1910 University Drive Boise, ID 83725-1655; In Idaho (800) 225-3815 or (208) 426-1640

info@idahosbdc.org or www.idahosbdc.org

The Idaho Small Business Development Centers stand ready to assist entrepreneurs with free one-on-one counseling, low-cost workshops, and access to business resources.

Score

“Ask SCORE” is available at www.score.org.

The Service Corps of Retired Executives (SCORE) maintains an outstanding e-network of over 1200 business counselors throughout the nation who assist entrepreneurs regardless of location.

**Community Supported Agriculture (CSA)
*Community Supported Agriculture***

Publications about Community Supported Agriculture Compiled by: Mary V. Gold
Alternative Farming Systems Information Center /
National Agricultural Library

Agricultural Research Service / U.S. Department of Agriculture, 10301 Baltimore Avenue, Beltsville, MD 20705-2351

<http://www.nal.usda.gov/afsic/pubs/csa/csapubs.htm>

Community Supported Agriculture: Growing Food and Community

Madison WI: Center for Integrated Agricultural Systems, College of Agriculture and Life Sciences, University of Wisconsin-Madison
(Research Brief #21) Available at <http://www.wisc.edu/cias/pubs/resbrief/021.html>

CSA Resources for Farmers

U.S. Department of Agriculture, Alternative Farming Systems Information Center
Provides an extensive list of selected books, articles, videos and web links focusing on the business of CSA farming.

<http://www.nal.usda.gov/afsic/pubs/csa/csafarmer.shtml>

Community Supported Agriculture Resources for Farmers

Provided by the Robyn Van En Center for CSA Resources

www.csacenter.org/resourcelist.html

A listing of books, articles and videos for Community Supported Agriculture farms. The center offers technical assistance, published resources and links to other resources and websites. The center also maintains a national CSA directory that includes a farmer-to-farmer connection service.

Community Supported Agriculture (CSA) Resources

University of Massachusetts

www.umassvegetable.org/food_farming_systems/CSA/csa_site/indes.html

A webpage that provides an extensive resource list of publications, periodicals, videos, Internet discussion groups and organizations that are all about CSA farming.

Sharing the Harvest, a Guide to Community Supported Agriculture

Author: Elizabeth Henderson

In this thoroughly revised and expanded edition of a Chelsea Green classic, author Henderson provides new insight into making CSA not only a viable economic model, but the right choice for food lovers and farmers alike. Thinking and buying local is quickly moving from a novel idea to a mainstream activity.

Direct Marketing

Backyard Market Gardening: the Entrepreneurs' Guide to Selling What You Grow

Author: Andy Lee

Good Earth Publications (540) 260-8874

www.goodearthpublications.com

A primer focused on direct marketing vegetables, fruits, flowers, herbs, and small livestock. This publication walks you through specific marketing techniques and includes farmer testimonials.

Direct Marketing

The National Sustainable Agriculture Information Service

<http://attra.ncat.org/attra-pub/directmkt.html>

This publication on direct marketing alternatives—with emphasis on niche, specialty and value-added crops—features many farm case studies, as well as information on enterprise budgets and promotion/publicity. A new section discusses implications of Internet marketing and e-commerce for agriculture.

Direct Marketing Resources

Author: David Chaney, Gail Feenstra and Jeri Ohmart

Available online for free at <http://www.sare.org/publications/dmrg.htm>

More and more growers, seeing the benefits of direct marketing, want to learn about successful strategies and techniques. This annotated listing includes practical, high quality resources such as print publications, videos, and Web resources that will help growers meet that goal.

Direct Marketing Resource Notebook

Midwest Sustainable Ag Working Group
P.O. Box 736, Hartington, NE 68739
(402) 254-2289

www.netins.net/showcase/nsas

This notebook, while published for the Midwestern US, contains information about direct marketing applicable across the country. Includes general information, case studies, regulations, and resources.

Growing for Market

P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949 www.growingformarket.com

Growing for Market is a monthly magazine about small-scale farming, sustainable agriculture and farm direct marketing. It covers farmers' markets, farm stands, Community Supported Agriculture, and selling locally to restaurants, supermarkets, natural food stores and florists. Includes information about growing and selling vegetables, fruits, herbs, flowers, and plants.

Guide to Educational Resources on Direct Marketing

Author: David Chaney, Gail Feenstra and Karen Levy <http://www.sare.org/publications/dmrg.htm>

This annotated online listing includes practical, high quality resources such as print publications, videos, and web resources that will help growers meet their direct marketing goals.

Local Harvest

www.localharvest.org

This is an online service organization that connects direct market farmers with local consumers.

The Legal Guide for Direct Farm Marketing

Author: Neil D Hamilton
Back40Books (866) 596-9982

www.back40books.com

A book that provide answers to some of the legal questions direct market farmers most commonly ask.

Marketing Strategies for Farmers and Ranchers

Available online at <http://www.sare.org/publications/marketing.htm>

This 20-page bulletin offers snapshots of the many alternatives to marketing commodities through conventional channels. It spotlights innovative, SARE-funded research into a range of marketing options including farmers' markets, CSA, tourism, direct-marketing meat, season extension, value-added, sales to restaurants, public campaigns, Internet and more.

Northwest Direct: Improving Markets for Small Farms

Available online at <http://www.nwdirect.wsu.edu/>
Northwest Direct is a collaborative effort to understand, evaluate and improve direct marketing opportunities for small farms. Led by the WSU Small Farms Program, project partners include land grant universities, government agencies, non-profits, and farmers across Washington, Oregon and Idaho. Together, these partners are building food and farming systems that improve the economic, social and environmental well-being of farmers, consumers and communities. The project website includes: whole farm case studies and business planning resources on four common direct marketing strategies: farmers' markets, Community Supported Agriculture (CSA), on-farm sales, direct-to-retail; and resources for improving farmers' markets.

Northwest Direct Farmer Case Studies

Available online at <http://www.ruralroots.org/NWDirect/NWDCasestudies.asp>

The Northwest Direct farm case studies were developed by Rural Roots to provide in-depth information about the direct and semi-direct marketing opportunities that exist for farmers within their regional food system and how these opportunities are captured by a diverse set of successful producers in Idaho, Oregon and Washington.

Sell What You Sow! The Grower's Guide to Successful Produce Marketing

Author: Eric Gibson

New World Publishing, 11543 Quartz Dr. #1,
Auburn, CA 95602 (530) 823-36-886

www.nwpub.net or Email: nwpub@nwpub.net

A complete book of agricultural marketing techniques for farmers and market gardeners. This how-to book deals with every aspect of marketing from selling to choosing crops and from regulations to advertising.

Small Farm Today

3903 W. Ridge Trail Rd., Clark, MO 65243-9525

www.smallfarmtoday.com

A bi-monthly how-to magazine of alternative and traditional crops, livestock and direct marketing techniques.

USDA Farmer Direct Marketing Website

www.ams.usda.gov/directmarketing

Website offers a variety of services and resources on themes including marketing technology, facility design assistance, direct marketing research, direct marketing education and state-by-state marketing profiles.

Farm Planning

Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses

<http://www.sare.org/publications/business.htm>

Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses” brings the business planning process alive to help today’s alternative and sustainable agriculture entrepreneurs transform farm-grown inspiration into profitable enterprises. Sample worksheets lend a practical perspective and illustrate how real farm families set goals, researched processing alternatives, determined potential markets, and evaluated financing options. Blank worksheets help the reader develop a detailed, lender-ready business

plan or map out strategies to take advantage of new opportunities. Available at most online book stores.

Farming Alternatives:

A guide to Evaluating the Feasibility of New Farm Based Enterprises

Author: Northeast Regional Agriculture Engineering Service

www.nraes.org/publications/nraes32.html

This book assists rural and farm residents who are considering alternative enterprises. The case study and workbook format help in evaluating personal and family considerations, resources, market potential, production feasibility, profitability, cash flow, and all factors combined. Each chapter includes exercises, self-tests, checklists, and worksheets that allow the reader to analyze an enterprise idea.

Making Your Small Farm Profitable

Author: Ron Macher Back40Books

(866) 596-9982 www.back40books.com

Whether you are starting a new farm or jump-starting your present one this book offers down-to-earth advice that will help you make it profitable. You’ll learn how to : Exploit niche markets that others overlook, plan for farm efficiency, determine equipment requirements and estimate machinery costs, compare cost against profit for common vegetable and livestock crops, learn how to sell your products in a dozen different ways.

Small Time Operator

Author: Bernard B. Kamoroff

Bell Springs Publishing, Box 1240 Willits, CA
95490 (800) 515-8050

Small Time Operator presents all the nuts and bolts of building a business; from obtaining initial permits and licenses to locating financing, finding the right business location, developing a bookkeeping system, paying taxes and hiring employees.

Farm-To-Cafeteria

Farm-to-Cafeteria

The National Farm-to-School Program at the Center for Food & Justice is compiling a national list of farm-to-school projects.

Contact Mark Wall: mwall@oxy.edu;
www.farmtoschool.org

Farm-to-Cafeteria Connections:

Marketing Opportunities for Small Farms in Washington State

Author: Kelli Snager and Leslie Zenz
WSDA Small Farm and Direct Marketing, P.O. Box 42560, Olympia, WA 98504 (360) 902-1884
www.agri.wa.gov/Marketing/SmallFarm

A resource for farmers, food service professionals and community members, designed as a handbook for developing Farm-to-Cafeteria relationships in the State of Washington. Even though this publication was designed for Washington, the concepts are applicable to the State of Idaho.

A Salad Bar Featuring Organic Choices: Revitalizing the School Lunch Program

Author: Paul Flock, Cheryl Petra, Vanessa Ruddy and Joseph Peterangelo
WSDA Small Farm and Direct Marketing, P.O. Box 42560, Olympia, WA 98504 (360) 902-1884
www.agri.wa.gov/Marketing/SmallFarm

This is an in-depth report on the development and implementation of a successful farm-to-school program at Lincoln Elementary School in the Olympia School District in Washington State. This is an excellent model for Idaho.

How Local Farmers and School Food Service Buyers are Building Alliances

Author: Debra Tropp and Dr. Suarajudeen Olowolayemo
USDA-AMS-TMP-MTA, Room 1211-S, 1400 Independence Ave., SW., Washington, DC 20250 (202) 690-1303
www.ams.usda.gov/tmd/mta/publications.htm

This report summarizes the educational highlights of a workshop held in 2000 that included school food service directors, state and federal commodity procurement officials, extension agents, members of farm cooperatives and agricultural marketing specialist. The report provides information and strategies aimed at boosting the use of locally produced fresh food in school food programs.

Farmer's Markets

Establishing a Farmers' Market in Idaho

A handbook developed by the Idaho State Department of Agriculture
Agricultural Marketing and Development, 2270 Old Penitentiary Road, Boise, ID 83712
(208) 332-8530 Lmenasco@idahoag.us

This handbook is a valuable resource for individuals and groups who wish to establish farmers' markets in Idaho.

Farmers' Markets Today: The Business Journal for Direct-to-Customer Marketers

This magazine is published ten times a year by Scissortail Productions LLC, 120 W. 4th St., Cedar Falls, Iowa, 50613-2864 (800) 959-3276
Subscriptions to Farmers' Markets Today are free to farmers, artisans and crafters who market what they grow, raise or produce directly to the customer - through farmers' markets, U-pick fields, on-farm stores, food markets, retail stores, restaurants, roadside stands, CSA programs, Co-ops, farmer/brokers and other marketing methods. Farmers' market managers, fresh foods retailers and brokers and others in the industry may also qualify for free subscriptions.

The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers and Communities

Author: Vance Corum, Marcie Rosenzweig & Eric Gibson
New World Publishing, 11543 Quartz Dr. #1, Auburn, CA 95602, www.nwpub.net

This book covers the latest tips and trends from leading-edge sellers, market managers and planners all over the county. The chapter on planning and starting a market offers legal advice and how to deal with rules & regulations. Learn about how to display and merchandise products, set prices and run a friendly, profitable business.

Resources for Farmers' Markets

<http://www.farmersmarketsusa.org/>

Farmers can find their local market or list a new market here. The site even has space to set up a Market Vendor Profile, with pictures of products, product description and prices. From here you can learn more about farmers' markets, read about markets in the press, see how other markets have been organized, look up policies that affect markets, or find up-to-date research.

Flower and Herb Marketing

Growing and Selling Fresh-Cut Herbs

Author: Sandie Shores

GFM Books, P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949 www.growingformarket.com

This book covers how to grow culinary herbs and how to market culinary herbs to restaurants, farmers' markets and grocery stores. Includes advice on greenhouse growing, managing accounts, writing a business plan, hiring employees, and other business considerations. Also includes hard-to-find information on crop times and yields for the most important herbs.

Herbs for Sale:

Growing and Marketing Herbs, Herbal Products, and Herbal Know-How

Author: Lee Sturdivant

Available at your bookstore, library or www.amazon.com for new & used books.

This book describes diverse topics including wild crafting, teaching about herbs and direct sales to restaurants. Includes detailed references for help with locating supplies and other important connections.

The Flower Farmer:

An Organic Grower's Guide to Raising and Selling Cut Flowers

Author: Lynn Byczynski

GFM Books, P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949 www.growingformarket.com

This book offers detailed, manageable plans for flower growing on scales, ranging from a backyard border to a half-acre commercial garden. Comprehensive guide to starting a commercial flower business. Written by the editor of *Growing for Market*, covers production, post harvest, arranging, marketing, list of resources, and more. Includes profiles of successful cut flower growers. Emphasis on organic production.

Specialty Cut Flowers, 2nd edition

Author: Allan Armitage and Judy Laushman

GFM Books, P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949

www.growingformarket.com

Comprehensive reference on cut flowers, including annuals, perennials, bulbs, and woodies. Includes instructions for field and greenhouse production of each variety, plus harvest and post-harvest handling guidelines. The second edition has been expanded and includes more color photos.

We're Gonna Be Rich: Growing Specialty Cut Flowers for Market

Author: Pamela and Frank Arnosky

GFM Books, P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949

www.growingformarket.com

This is a collection of cut-flower columns from 1995 through 1998 *Growing for Market* publication. The Arnosky's have over 15 acres of field production and 8 greenhouses, and are constantly trying new varieties and techniques. Written with a lot of expertise and humor.

Food Safety

Food Safety Begins on the Farm:

A Grower Self Assessment of Food Safety Risks

Author: Cornell University (607) 254-5383

www.gaps.cornell.edu

A 28 page color guide highlighting FDA / USDA Good Agricultural Practices (GAPs) for growing fresh fruits and vegetables and minimizing microbial contamination risks.

Reduce Microbial Risks with Good Agricultural Practices

Author: Cornell University (607) 254-5383

www.gaps.cornell.edu

A bi-fold pamphlet highlighting important aspects of Good Agricultural Practices, covering pre-plant, production, harvest and post-harvest practices.

Livestock, Dairy and Poultry Marketing Acres USA

(800) 355-5313 www.acresusa.com

This is a monthly magazine that covers small and medium-scale organic and sustainable farming. The website has feature article archives that focus on livestock marketing.

How to Direct Market Your Beef

<http://www.sare.org/publications/beef.htm>

How to Direct Market Your Beef" portrays how one couple used their family's ranch to launch a profitable, grass-based beef operation focused on direct market sales. From slaughtering to packaging, through labeling and advertising, Jan and Will Holder transform their real-life experiences to a compelling narrative rich with practical tips.

Managing and Marketing for Pasture-Based Livestock Production

Author: Edward B. Rayburn

Acres USA (800) 355-5313

www.acresusa.com/books

The first of a four-part series on pastured-based livestock production from NRAES, this information-packed volume provides fundamental and essential information a producer needs to manage and market a goal-oriented forage-livestock system. The basic principles of forage-livestock production-social, economic, and environmental are examined, followed by practical advice on developing vision and mission statements and setting goals, inventorying farm resources and preparing a plan, allocating farm resources, marketing commercial feeder cattle, dairy, hay and direct marketing.

Free-Range Poultry Production, Processing and Marketing

Author: Herman Beck-Chenoweth

Back40Books, Nature's Pace Sanctuary, Hartshorn, MO 65479 (866) 596-9982 www.back40books.com

This book is a complete how-to manual that includes construction plans, feed formulas, slaughter information and marketing solutions, including sample marketing tools. While this book is useful by itself, the companion video contains valuable additional information.

Pasture Profits with Stocker Cattle

Author: Allan Nation

Acres USA (800) 355-5313

www.acresusa.com/books

Allan Nation illustrates his economic theories on stocker cattle by showing how Gordon Hazard has accumulated and stocked an 1800-head ranch solely from retained stocker profits. Offers a practical guide to learn about sell-buy accounting, low-stress animal handling and animal health, how to work with a banker, how to use the commodity markets, maximize compensatory gain and stocker cattle forage tips.

Pastured Poultry Profits

Author: Joel Salatin
Acres USA (800) 355-5313
www.acresusa.com/books

A proven production model is described which is capable of producing an income from a small acreage equal or superior to that of most off-farm jobs. The greatest lesson learned is that if we produce a high enough quality product, the marketplace will bend and adapt itself to meet our needs, wants and desires.

Profitable Pork: Alternative Strategies for Hog Producers

Author: Sustainable Agriculture Publications
University of Vermont, 210 Hills Building,
Burlington, VT 05405-0082 (802) 656-0484
www.sare.org/publications

Salad Bar Beef

Author: Joel Salatin
Acres USA (800) 355-5313
www.acresusa.com/books

You can make a good profit from a small beef herd. This book teaches the nuts and bolts of cattle and pasture management and how to direct market your meat.

The Small Dairy Resource Book

Available online only at <http://www.sare.org/publications/dairyresource.htm>

Intended for family farmers who want to produce value-added dairy products, The Small Dairy Resource Book evaluates books, periodicals, videos and other materials on farmstead dairy processing in a thorough, annotated bibliography. Extension agents and other agricultural educators also will find this cohesive guide a valuable source of information about farmstead dairy production and processing.

Small Scale Livestock Farming

Author: Carol Ekarius
Available at your local library, new and used book store, or new & used at www.amazon.com
The author's natural, organic approach to livestock management produces healthier animals, reduces feed and health care costs and maximizes your profit. This book will help you choose suitable livestock, understand housing, fencing and feeding, learn about reproduction, investigate cutting-edge market strategies and create a complete financial and biological farm plan.

Nursery Marketing

Growing Profits: How to Start and Operate a Backyard Nursery

Author: Michael and Linda Harlan
Available at your local library, new and used book store, or new & used at www.amazon.com
This is a nuts and bolts manual for starting and running a small-scale nursery. Covers licensing, site preparation, equipment needs, buying supplies and marketing.

How to Make Money Growing Plants, Trees and Flowers

Author: Francis Jozwik and John Gist
Available at your local library, new and used book store, or new & used online.
Dr. Jozwik teaches you the secrets to growing plants, trees and flowers that are in high demand. Plants can sell quickly for up to 100 times your investment in them. See how little startup money it takes to begin in this exploding business. Study detailed examples of the "ins and outs" of each type of horticulture business. Review actual economic data for specific operations. Learn how to market your plants to make premium prices. Get started earning significant income, even in your own backyard.

So You Want to Start a Nursery

Author: Tony Avent
GFM Books, P.O. Box 3747, Lawrence, KS 66046
www.growingformarket.com

The author focuses on necessary business and planning tools for nursery owners. The author also provides a primer on the nursery industry as a whole, with discussion of the merits and disadvantages of retail, wholesale, and mail-order marketing.

Restaurant Marketing

Selling Direct to Restaurants and Retailers

Author: University of California – Davis
www.sarep.ucdavis.edu/cdpp/selldirect.pdf

This leaflet summarizes the key elements for creating a successful, entrepreneurial relationship with local restaurants and retailers.

Selling Produce to Restaurants

Author: Diane Green
Greentree Naturals, 2003 Rapid Lightning Road,
Sandpoint, ID 83864 (208) 263-8957
www.greentreenaturals.com

The author offers friendly but sound first-hand advice on targeting local markets, competing with corporate food service suppliers by proving your produce is worth more, selecting seeds based on your growing conditions and the market trends, adapting to the ever-changing market, developing alternative markets, and cooperating with other local growers.

Value-Added Marketing

Adding Value to Farm Products: An Overview

Author: National Sustainable Agriculture
Information Service (ATTRA)

[http://www.attra.org/attra-pub/summaries/
valueovr.html](http://www.attra.org/attra-pub/summaries/valueovr.html)

This publication discusses the concept of adding value to farm products, the differences between creating and capturing value, and the implications for value-added enterprises. It describes some different approaches to adding value, including starting a food processing business, with a brief look at nonfood products. Resources to learn more about value-added agriculture and planning a value-added enterprise are included.

Developing a Sound Value-Added Enterprise for Small Farmers

Author: Stephan L Tubene
Small Farm Institute, University of Maryland, 7320
Ritchie Highway, Suite 210, Glen Burnie, MD
21061

[http://extension.umd.edu/agriculture/
smallFarms/files/value_added.pdf](http://extension.umd.edu/agriculture/smallFarms/files/value_added.pdf)

This publication discusses strategies that farmers and agricultural entrepreneurs could use to develop and sustain value-added activities based on new and emerging markets. It also addresses sources of funding for value-added enterprises.

Direct Marketing with Value Added Products

Author: Jeri L. Ohmart
[http://www.sarep.ucdavis.edu/CDPP/valueadded.
htm](http://www.sarep.ucdavis.edu/CDPP/valueadded.htm)

This case study looks at the value-added enterprises of five small independent farmers in Northern California, focusing on their motivations, their decision-making processes, the benefits of pursuing this avenue of business and the challenges they face in doing so. Interviews reveal that value-added products significantly enhance farmers' businesses, affording them a steady income throughout the year when their sales of fresh produce tend to dip. Farmers also emphasize that real satisfaction has come from the knowledge they have developed a high quality, distinctive and unique product that garners loyal customers and consistent positive feedback.

From Kitchen to Market: Selling Your Gourmet Food Specialty

Author: Stephen F. Hall
Available through your local new & used book store
or online book store.

A thorough guide on food marketing that is sure to help food entrepreneurs at all levels. Offers guidelines on market research, packaging, pricing, and advertising and includes charts, graphs, tables, checklists and examples with detailed appendices.

Making it On the Farm:

Increasing Sustainability through Value-added Processing and Marketing

Author: Keith Richards and Deborah Wechsler
A publication from the Southern Sustainable Agriculture Working Group (SAWG)

<http://www.ssawg.org/ed-valueadding.html>

This Southern SAWG booklet was written for farmers who want to take a bite out of the middlemen by bringing the dollars for processing, packaging, labeling, and marketing home to their farms, and for rural community leaders who want to encourage farm-based value-added businesses in their communities. Compiled from interviews with Southern farmers and ranchers who are adding value to their products, it describes some of their practices, discusses 10 keys to success, and includes a list of resources.

Vegetable Production and Marketing

Salad Gardening For Profit

Author: Susan Moser
Bremer Mtn. Farm, 183 Butts Rd, Morton, WA
98356 (360) 496-6509
bremermtfarm@yahoo.com

This DVD and book set is a comprehensive how-to manual for growing and marketing gourmet pre-bagged salad greens to school cafeterias and retail stores.

Sell What You Sow

Author: Eric Gibson
New World Publishing, 11543 Quartz Dr, #1,
Auburn, CA 95602 (800) 235-8866
www.nwpub.net

This book offers practical guidance on how to make a profit selling produce. Gibson reveals the “tricks of the trade” from his interviews with successful produce marketers around the country.

Sustainable Vegetable Production from Start-Up to Market

Author: Vernon Grubinger
GFM Books, P.O. Box 3747, Lawrence, KS 66046
(800) 307-8949 www.growingformarket.com

This book introduces the entire range of topics critical to farm success, from planning and equipment needs to marketing and recordkeeping. Most helpful are the enterprise budgets for 18 crops, based on financial analysis of real farms. A worksheet for doing your own enterprise budgets is included.

Idaho Agencies and Organizations

Idaho Bureau of Occupational Licenses

Owyhee Plaza, 1109 Main St., Suite 220, Boise, ID
83720-5642 (208) 334-3233, fax: (208) 334-3945
www.ibol.idaho.gov ibol@ibol.idaho.gov

Idaho Falls Regulatory Office

900 N. Skyline Drive, Suite A, Idaho Falls, ID
83402 (208) 522-1645, fax: (208) 522-2994
www.nww.usace.army.mil/html/offices/op/rf/pmdirectory.htm

Idaho Department of Environmental Quality

1410 N. Hilton, Boise, ID 83706-0417
(208) 373-0502, fax: (208) 373-0417
www.deq.idaho.gov

Idaho Department of Finance

P.O. Box 83720, Boise, ID 83720-0031
(208) 332-8000, fax: (208) 332-8099
finance.idaho.gov finance@finance.idaho.gov

Idaho Department of Fish and Game

P.O. Box 25, Boise, ID 83707-0025
(208) 334-3700, fax: (208) 334-2148
Idaho Relay Service (TDD): (800) 377-2529
www.fishandgame.idaho.gov
idfginfo@idfg.idaho.gov

Idaho Farm Bureau Federation

P.O. Box 4848, Pocatello, Idaho 83205
(208)232-7915 <http://www.idahofb.org>
The Idaho Farm Bureau Federation was officially founded in 1939 as a farm advocacy, dues-funded organization established to “work for the well-being of farm and ranch families, bring about and

maintain parity prices for agriculture, industry, and labor, and secure for agriculture a fair share of the national income.”

Idaho State Department of Agriculture (ISDA)

P.O. Box 790, Boise, ID 83701-0790

(208) 332-8673; fax (208) 334-2170

<http://www.agri.idaho.gov/index.php>

From produce to animals to accurate measuring devices, the Idaho State Department of Agriculture plays a vital role in the many varied segments of Idaho’s rich agricultural industry.

ISDA Bureau of Weights and Measures

P.O. Box 790, Boise, ID 83701-0791

(208) 332-8690, fax: (208) 334-2378

www.agri.idaho.gov or Email: kmerritt@idahoag.us

ISDA Organics Program

P.O. Box 790, Boise, ID 83701-0790

(208) 332-8673; fax (208) 334-2170

Program Manager Margaret Misner; (208)

332-8673; mmisner@agri.idaho.gov

<http://www.agri.state.id.us/Categories/PlantsInsects/Organic/indexOrganicHome.php>

The ISDA Organic Program protects consumers and supports the organic food industry by ensuring the integrity of organic food products through establishing organic standards and certifying organic producers, processors and handlers.

Idaho Department of Health and Welfare

Division of Health, Division of Family and Community Services

P.O. Box 83720, Boise, ID 83720 (208) 334-6800,

fax: (208) 334-6899 www.idahohealth.org

IDHW - Food Protection Program

<http://www.healthandwelfare.idaho.gov>

Patrick Guzzle, Food Protection Program Manager, Idaho Department of Health and Welfare. Phone: 208-334-5936 or Email: guzzlep@dhw.idaho.gov

Contact your local Idaho Health Department

for specific information. The responsibility for licensing, inspecting and enforcement of regulations is delegated to the state’s seven health districts. IDHW provides consultation, standardization and training for the Environmental Health Specialists in the individual health districts who carry out licensing and inspection of food establishments, and evaluate the regulatory performance of the health districts through an assessment process to ensure uniformity of rule application.

Idaho District Health Departments

Region I

Panhandle District Health Department

2195 Ironwood Court, Coeur d’Alene, ID 83814

(208) 415-5100, fax: (208) 415-5101

www.idaho.gov/phd1 jbock@phd1.idaho.gov

Region II

North Central District Health Department

215 10th Street, Lewiston, ID 838501

(208) 799-3100, fax: (208)799-0349

www.idaho.gov/phd2 pguenthe@phd2.idaho.gov

Region III

Southwest District Health Department

920 Main Street, Caldwell, ID 83605-3700

(208) 455-5345, fax: (208) 455-5405

www.publichealthinidaho.com

gguunders@phd3.idaho.gov

Region IV

Central District Health Department

707 N. Armstrong Place, Boise, ID 83704-0825

(208) 327-7450, fax: (208) 327-8553

www.phd4.idaho.gov tschmaiz@phd4.idaho.gov

Region V

South Central District Health Department

1020 Washington Street N., Twin Falls, ID

83301-31566

(208) 734-5900, fax: (208) 734-9502

www.phd5.idaho.gov scdhinfo@phd5.idaho.gov

District VI

Southeastern District Health Department

1901 Alvin Ricken Drive, Pocatello, ID 83201
(208) 233-9080, fax: (208) 234-7169
www.sdhdidaho.org spew@phd6.idaho.gov

Region VII

District Seven Health Department

254 "E" Street, Idaho Falls, Idaho 83402-3597
(208) 522-0310, fax: (208) 525-7063
www.idaho.gov/phd7 grackow@phd7.idaho.gov

Idaho Department of Labor

Wage and Hour Section
317 W. Main St., Boise, ID 83735-0910
(208) 332-3570, fax: (208) 334-6301
<http://labor.idaho.gov/>

Idaho Industrial Commission

317 W. Main St., P.O. Box 83420, Boise, ID
83720-0041 (208) 334-6000, (800) 950-2121; fax:
(208) 334-2321 www.iic.idaho.gov
sraeder@iic.idaho.gov

Idaho Department of Insurance

700 W. State St., P.O. Box 83720, Boise, ID
83720-0043 (208) 334-5250, fax: (208) 334-4398
www.doi.idaho.gov

Idaho Department of Labor

Employer Accounts Bureau

317 W. Main St., Boise, ID 83735-0760
(208) 332-3576, (800) 448-2977; fax:
(208) 334-6301 www.labor.idaho.gov
suta@labor.idaho.gov

Idaho Department of Lands

954 W. Jefferson, P.O. Box 83720, Boise, ID
83720-0050 (208) 334-0200, fax: (208) 334-2339
www.idl.idaho.gov or Email: sterry@idl.idaho.gov

Idaho Falls Regulatory Office

900 N. Skyline Drive, Suite A,

Idaho Falls, ID 83402 (208) 522-1645,
fax: (208) 522-2994

Idaho Industrial Commission

317 W. Main St., P.O. Box 83420, Boise, ID
83720-0041 (208) 334-6000, (800) 950-2121;
fax: (208) 334-2321
www.iic.idaho.gov sraeder@iic.idaho.gov

Idaho Secretary of State

P.O. Box 83720, Boise, ID 83720-0080
General Info.: (208) 334-2300
Business Entities: (208) 334-2301
www.sos.idaho.gov sosinfo@sos.idaho.gov

Idaho Tax Commission

800 Park Blvd., Plaza IV, P.O. Box 36, Boise, ID
83722 (208) 334-7660, (800) 972-7660
Fax: (208) 334-7846
www.tax.idaho.gov
Refund Line: (208) 364-7289, (888) 228-577

Idaho Tax Commission Branch Offices:

Coeur D'Alene

1910 NW Blvd., Suite 100,
Coeur d'Alene, ID 83814
(208) 769-1500, fax: (208) 769-1505

Idaho Falls

150 Shoup Ave., Suite 16, Idaho Falls, ID 83402
(208) 525-7116, fax: (208) 525-7154

Lewiston

1118 "F" Street, Lewiston, ID 83501
(208) 799-3491, fax (208) 799-5053

Pocatello

611 Wilson St., Suite 5, Pocatello, ID 83201-5029
(208) 236-6224, fax: (208) 233-6134

Twin Falls

1038 Blue Lakes Blvd. N., Suite C, P.O. Box 5227,
Twin Falls, ID 83303
(208) 736-3040, fax: (208) 736-3043

Rural Roots, Inc.

PO Box 8925, Moscow, ID 83843
(208) 883-3462 www.ruralroots.org

Rural Roots is a non-profit, member-based organization serving sustainable and organic farmers and ranchers across the Inland Northwest (the easternmost counties of Washington and Oregon and all of Idaho). Rural Roots offers educational programs and resources on direct marketing, food safety, risk management and more.

University of Idaho Extension

District 1 Office, 1000 W. Hubbard, Suite 145,
Coeur D'Alene, ID 83814
(208) 292-2522 distofc1@uidaho.edu
<http://extension.ag.uidaho.edu/district1/>

Includes the following counties: Boundary, Bonner, Kootenai, Benewah, Shoshone, Latah, Nez Perce, Lewis, and Idaho.

University of Idaho Extension

District 2 Office, 1904 E. Chicago St., Suite A-B,
Caldwell, ID 83605
(208) 454-7647 distofc2@uidaho.edu
<http://extension.ag.uidaho.edu/district2/>

Includes the following counties: Adams, Washington, Payette, Gem, Valley, Boise, Canyon, Ada, Elmore, and Owyhee.

University of Idaho Extension

District 3 Office, Offices are listed by individual county office. <http://extension.ag.uidaho.edu/district3/> Includes the following counties: Blaine, Butte, Camas, Cassia, Custer, Gooding, Jerome, Lemhi, Lincoln, Minidoka and Twin Falls.

University of Idaho Extension

District 4 Office, Idaho Falls R&E Center, 1776
Science Center Dr., Suite 205,
Idaho Falls, ID 83402-1575
(208) 529-8376 distofc4@uidaho.edu
<http://extension.ag.uidaho.edu/district4/>

Includes the following counties: Clark, Fremont, Teton, Madison, Jefferson, Bonneville, Bingham

& Ft. Hall Extension Reservation, Power, Bannock, Caribou, Bear Lake, Franklin, and Oneida.

University of Idaho Extension Small Farms

<http://www.ag.uidaho.edu/sustag/smallfarms/>

On these pages you'll find information, resources, and links selected for small, sustainable and organic producers in Idaho.

Other Regional and National Agencies and Organizations**Alternative Farming Systems Information Center**

(301) 504-6422 <http://afsic.nal.usda.gov/>

The Alternative Farming Systems Information Center (AFSIC) specializes in identifying resources about sustainable food systems and practices in support of USDA's effort to ensure a sustainable future for agriculture and farmers worldwide.

ATTRA – Appropriate Technology Transfer for Rural Areas

P.O. Box 3657, Fayetteville, AR 72702
(800) 346-9140, www.attra.org

A federally-funded program that provides the latest in sustainable agriculture and organic farming news, events and funding opportunities. Also provides in-depth publications on production practices, alternative crop and livestock enterprises, innovative marketing, organic certification, and highlights of local, regional, USDA and other federal sustainable ag activities.

Biodynamic Farming and Gardening Association, Inc.

25844 Butler Road, Junction City, OR 97448
(888) 516-7797 or (541) 998-0105
www.biodynamics.com or info@biodynamics.com

The Biodynamic Farming and Gardening Association (BDA) is a non-profit organization that was formed in the US in 1938 in order to foster, guide, and safeguard the Biodynamic method of agriculture. They publish and distribute literature

including BIODYNAMICS, America's oldest ecological farming and gardening magazine.

Chef's Collaborative

89 South St., lower level, Boston, MA 02111
(617) 236-5200

www.chefscollaborative.org or

ChefsCollaborative@chefscollaborative.org

Founded in 1993, the non-profit organization Chefs Collaborative is the leading culinary organization that provides its members with tools for running economically healthy, sustainable food service businesses. The organization's mission is to provide education and helpful tools that encourage local and sustainable food purchasing.

Eco-Trust

Jean Vollum Natural Capital Center, 721 NW
Ninth Ave, Suite 200, Portland, OR 97209
(503) 227-6225

www.ecotrust.org or info@ecotrust.org

Eco-trust is a conservation organization committed to strengthening communities and the environment from Alaska to California. The organization works with Native peoples and in the fisheries, forestry, and food sectors to build a regional economy based on social and ecological opportunities.

Farm Aid

11 Ward Street, Suite 200, Somerville, MA 02143
(800) FARM-AID (800-3276-243) www.farmaid.org
Farm Aid staff refers farmers to an extensive resource network of family farm organizations across the country. The referrals support farmers seeking to make transitions to more sustainable and profitable farming practices, and also provide immediate and effective support services to farm families in crisis.

Food Alliance

1829 NE Alberta, Suite 5, Portland, OR 97211
(503) 493-1066 www.foodalliance.org

or info@foodalliance.org

Food Alliance is a non-profit organization that promotes sustainable agriculture by recognizing

and rewarding farmers who produce food in environmentally friendly and socially responsible ways, and educating consumers and others in the food system about the benefits of sustainable agriculture.

Heifer International

1 World Avenue, Little Rock, AR/USA 72202

(800) 422-0474 www.heifer.org

Heifer International's Pacific Northwest program works in partnership with limited resource grassroots groups and like-minded organizations to develop community-based livestock projects that help build capacity, support family farms and strengthen local food systems.

International Association of Culinary Professionals

455 South Fourth Street - Suite 650 Louisville, KY
40202 USA (800) 928-4227

The International Association of Culinary Professionals (IACP) is a not-for-profit association that provides continuing education and development for its members who are engaged in the areas of culinary education, communication, or in the preparation of food and drink.

Livestock Marketing Information Center

655 Parfet St., Suite E310, Lakewood, CO
80215-5517 (720) 544-2941

The Livestock Marketing Information Center (LMIC) provides economic analysis and projections about issues and conditions concerning the livestock industry. Staff continuously updates forecasts, projections and support materials related to market situation and outlook.

National Farmers Union

11900 East Cornell Ave., Aurora, CO 80014-3194
(800) 347-1961 www.nfu.org

The National Farmers Union is a federation that represents farmers and ranchers in all states. They promote cooperatives, work on regional and

national policy issues and offer insurance programs to members.

North American Farmers' Direct Marketing Association

62 White Loaf Road, Southampton, MA 01073
(413) 529-0386 or Toll-free: (888) 884-9270
www.nafdma.com

The North American Farmers' Direct Marketing Association is an excellent place for family farmers, extension agents and farm market managers to network with each other on the profitability of direct marketing. Members increase their farm income by learning from each other through conferences, international farm tours, newsletters, workshops and trade publications.

Northwest Cooperative Development Center

1063 S. Capitol Way # 211, Olympia, WA 98501
(360) 943-4241 www.nwcdc.coop or nwcdc_info@qwest.net

The Northwest Cooperative Development Center (NWCDC) is a nonprofit organization devoted to assisting new and existing cooperative businesses, from daycare centers to credit unions. NWCDC's mission is to foster community economic development, primarily through cooperative business models.

Oregon State University Extension – Small Farms Program

Oregon State University, Corvallis, OR 97331
<http://smallfarms.oregonstate.edu>

Oregon Small Farms provides information for the commercial small farmer as well as the small acreage landowner. It is hosted by the Oregon State University Extension Small Farms Program. Also on this website: Oregon Small Farm News which is a free online newsletter that concentrates on both commercial small farm entrepreneurs as well as non-commercial small acreage landowners.

Robyn Van En Center for CSA Resources

Wilson College, Fulton Center for Sustainable Living, 1015 Philadelphia Ave, Chambersburg, PA 17201 (717) 264-4141 est. 3352

www.csacenter.org

The center offers technical assistance, published resources and links to other resources and websites. The center also maintains a national CSA directory that includes a farmer-to-farmer service.

Slow Food USA

434 Broadway, 6th Floor, New York, NY 10013
(212) 965-5640 www.slowfoodusa.org

Slow Food is an international organization dedicated to the preservation of traditional food production and preparation, enhanced biodiversity, and the revival of the kitchen and table as centers of pleasure, culture and economy.

Sustainable Agriculture Network

P.O. Box 753, Waldorf, MD 20604-0753
(301) 374-9696 www.sare.org

Since 1988, the Sustainable Agriculture Research and Education (SARE) program has helped advance farming systems that are profitable, environmentally sound and good for communities through a nationwide research and education grants program. The program, part of USDA's Cooperative State Research, Education, and Extension Service, funds projects and conducts outreach designed to improve agricultural systems.

University of California Small Farm Center

University of California-Davis, One Shields Ave. Davis, CA 95616-8699 (530) 752-8136

www.sfc.ucdavis.edu or sfcenter@ucdavis.edu

The University of California Small Farm Program focuses on the challenges and opportunities of California's small-scale farm operators. We develop field and marketing research aimed at the needs of small- and moderate-scale farmers, and provide that information to farmers who are often not reached by traditional extension programs.

University of California Sustainable Agriculture Research and Education Program

University of California-Davis, One Shields Ave.
Davis, CA 95616-8699 (530) 752-7556

www.sarep.ucdavis.edu or sarep@ucdavis.edu

SAREP provides leadership and support for scientific research and education in agricultural and food systems that are economically viable, conserve natural resources and biodiversity and enhance the quality of life in California. They promote educational programs and funding opportunities as well as publish field research, marketing research and a newsletter for industry professionals.

USDA Agricultural Marketing Service

www.ams.usda.gov

The Agricultural Marketing Service, a branch of the USDA, provides resources and information on direct marketing as well as conventional marketing.

USDA Rural Business Cooperative Service

9173 West Barnes, Suite A1, Boise, ID 83709

Contact: Daryl Moser, RBS Program Director

(208)378-5623 daryl.moser@id.usda.gov

<http://www.rurdev.usda.gov/id/rbs.htm>

The Rural Business Cooperative Service promotes economic development by supporting loans to businesses through banks and community

managed lending pools. Offers technical assistance and information to help agricultural and other cooperatives get started and improve the effectiveness of their member services.

USDA Idaho State Farm Service Agency

9173 West Barnes Drive, Boise, ID 83709-1573

(208) 378-5650; fax: (208) 378-5678

www.fsa.usda.gov/id/

Idaho FSA's primary mission is to help Idaho's farmers and ranchers secure the highest possible financial assistance from USDA programs and play a vital role in the economic survival of Idaho's rural communities.

US Food and Drug Administration

Office of Regulatory Affairs

9780 S.W. Nimbus Ave., Beaverton, OR

97008-7163 (503) 671-9332, fax: (503) 671-9445

www.fda.gov alan.bennett@fda.gov

U.S. Department of Justice

Bureau of Alcohol, Tobacco & Firearms

251 E. Front St., Suite 204, Boise, ID 83702

(208) 334-1160 www.atf.gov atfmail@atf.gov

SAMPLE HOLD HARMLESS AGREEMENTS

Sample Participant Release of Liability

-READ BEFORE SIGNING-

In consideration of being allowed to participate in any way in the _____ (Name of Organization) program, related events and activities, the undersigned acknowledges, appreciates, and agrees that:

The risk of injury from the activities involved in these programs is significant, including the potential for permanent disability and death, and while particular rules, equipment, and personal discipline may reduce this risk, the risk of serious injury to me does not exist; and I KNOWINGLY AND FREELY ASSUME ALL SUCH RISKS, both known and unknown, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES, or others, and assume full responsibility for my participation; and,

I willingly agree to comply with the stated and customary terms and conditions for participation. If I observe any unusual significant concern in my readiness for participation and/or in the program itself, I will remove myself from participation and bring such to the attention of the nearest official immediately; and,

I, for myself and on behalf of my/our heirs, assigns, personal representatives and next of kin, HEREBY RELEASE THE _____, its officers, officials, agents and/or employees, other participants, sponsoring agencies, sponsors, advertisers, and, if applicable, owners and lessors of premises used to conduct the event("Releasees"), WITH RESPECT TO ANY AND ALL INJURY, DISABILITY, DEATH, or loss or damage to person or property incident to my involvement or participation in these programs. WHETHER ARISING FROM THE NEGLIGENCE OF THE RELEASEES OR OTHERWISE, to the fullest extent permitted by law.

I, for myself and on behalf of my/our heirs, assigns, personal representatives and next of kin, HEREBY INDEMNIFY AND HOLD HARMLESS all the above Releasees from any and all liabilities incident to my involvement or participation in their programs, EVEN IF ARISING FROM THEIR NEGLIGENCE, to the fullest extent permitted by law.

I HAVE READ THIS RELEASE OF LIABILITY AND ASSUMPTION OF RISK AGREEMENT, FULLY UNDERSTAND ITS TERMS, UNDERSTAND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT, AND SIGN IT FREELY AND VOLUNTARILY WITHOUT ANY INDUCEMENT.

Participant Signature

Date Signed: _____ Age: _____

Print Name: _____

Sample Hold Harmless Agreements

~ Insert Contact Information here ~

HOLD HARMLESS AGREEMENT

~ Insert name of event here ~

Organization _____

Representative _____

I hereby agree that (name of organization(s)) shall not be responsible for any damage, injury or theft that may occur to participant listed above or their representative(s) during (name of event) to be held (date of event).

The above named representative hereby releases (name of organization(s)) from and agrees to hold harmless against all claims for any loss, damage, or injury.

Signature _____

Date _____