



## CERTIFIED ROADSIDE FARM MARKET PROGRAM GUIDELINES



### **Benefits:**

- A 3'x3' Certified Roadside Farm Market sign (Identical to logo shown above) (Sign remains property of Kentucky Farm Bureau and will be retrieved if market leaves program. Sign may not be altered.)
- Listing on Kentucky Farm Bureau Roadside Farm Market Website, [kyfb.com/roadside](http://kyfb.com/roadside)
- Listing on Kentucky Farm Bureau App, available on the App Store or Google Play
- Market promotion & advertising through Kentucky Farm Bureau News and Roadside Farm Market Facebook page
- Email updates on topics and events important to markets
- Press Releases customized for regional publications
- Enrichment activities: market tours, educational meetings, conferences, etc.
- As an additional benefit, the Kentucky Farm Bureau Mutual Insurance Company has a Business Owner's Policy (BOP) designed to help meet the unique needs of roadside farm markets. The customizable BOP provides a package of property and liability coverage to help cover risks involved in your commercial, non-farm operations. This policy could include many of the unique exposures roadside farm markets might experience.

### **Requirements:**

- Must be a Kentucky Farm Bureau member through 2018
- Must have a permanent structure, independent of living quarters, for the market
- Must have quality products at a fair price
- Must have a clean, safe market
- Must support and promote Roadside Farm Market Program
- Must prominently display our Roadside Farm Market sign (once delivered)
- Must display our Roadside Farm Market promotional material in their market
- Must be farm-oriented with an emphasis on the sale of locally grown products and/or agritourism activities focused on educating the consumer on the role of agriculture in Kentucky

### **MEMBERSHIP ENROLLMENT FEE:**

\$275 if submitted by November 16, 2017

\$350 if submitted by December 31, 2017

### **SPECIAL 1<sup>st</sup> and 2<sup>nd</sup> YEAR MEMBER APPLICATION DISCOUNT:**

\$250 if submitted by November 16, 2017

\$325 if submitted by December 31, 2017

**Enroll online at [www.kyfb.com/rfmenrollment18](http://www.kyfb.com/rfmenrollment18)**

**Enrollment deadline is December 31, 2017**

If you are interested in more information or would like to receive an enrollment packet when 2018 enrollment begins, please contact:

**Fran McCall, Commodity Specialist and Roadside Farm Market Coordinator**  
(502) 495-5000, ext. 7238, or [Fran.McCall@kyfb.com](mailto:Fran.McCall@kyfb.com)