

FARM, FRESH, *PLEDGE!* MARKETING PROGRAM



We are pleased to again be offering the Virginia Grown \$10 a week *Farm. Fresh. Pledge* loyalty punch card to help bring a steady customer base to your market. Below are details about this year's program which will run from June through September with monthly drawings. Distribute the cards throughout the community, at libraries, community centers, coffee shops, health centers and more to find new customers far and wide in your area.

- The market manager or volunteer would be responsible for punching or initialing the cards and collecting them at a central location. As an incentive, VDACS is offering a monthly prize drawing of a Virginia Grown/ Virginia's Finest gift basket for all eligible completed punched cards. Monthly drawings will be held for cards that were completed in June, July, August and September.
- Completed punch cards will be collected by market managers and mailed to VDACS with a participation form at the end of each month. Markets can keep a running total of \$\$ spent at their markets and have the opportunity to collect customer email addresses for marketing, newsletters, etc. (Each punch card has 14 punches, a value of \$140 spent at the market.)
- October 20, 2017 will conclude the promotion and the Farmers Market with the most entries will be eligible for a special prize.
- Punch cards will direct consumers to the [Virginia Grown](http://VirginiaGrown.com) website for more details about the pledge and drawing and to be able to locate a market near them.

FAQ's

If a shopper spends \$30 can they get 3 punches? Yes! The more money they spend the greater chances to win.

If you have any questions, please email vagrown@vdacs.virginia.gov

Yes! Please send me ___ packets (200 per pkt) of the Virginia Grown *Farm. Fresh. Pledge!* Punch Cards

Name _____

Farmers Market _____

Street Address (no P.O. Box) _____

City _____ State _____ ZIP _____

Phone: _____ Email Address: _____

Please return this form via mail, fax or email to:
VDACS, Division of Marketing, 102 Governor Street, Suite 333, Richmond, VA 23219
FAX: (804) 371-7786 ~ Email: vagrown@vdacs.virginia.gov

**VDACS promotes the economic growth and development of Virginia agriculture.
Thanks for supporting your farm community!**