



FARM. FRESH. PLEDGE!



PUNCH CARD PROGRAM GUIDANCE

Dear Farmers' Market Manager:

We are pleased to offer the Virginia Grown \$10-a-week **Farm. Fresh. Pledge!** punch card program to help attract a steady customer base to your farmers' market during these exciting summer months.

PROGRAM GUIDANCE FOR MARKET MANAGERS

- Promotion Schedule: Monthly drawings June – September, with winning market announced in October
- The VDACS' Office of Promotions provides punch cards to participating farmers' markets. The punch cards direct consumers to the [Virginia Grown](http://VirginiaGrown.com) website for details about the pledge program. The website also allows consumers to search and find farmers' markets in their area. Distribute the cards throughout your farmers' market and beyond, including at libraries, community centers, coffee shops, health and child care centers, restaurants and schools. Let us know if you need more by completing the attached order form.
- On your market days, designate someone, maybe you as the market manager or a volunteer, to be responsible for punching or initialing the cards and collecting them at a central location. One common question: If a shopper spends \$30, can they get three punches? Yes! The more money they spend, the greater their chances of winning.
- At the end of each promotion month, mail your stack of completed cards to the VDACS Office of Promotions, along with the entry form, to the address listed on the form. VDACS will conduct a drawing each month from the completed cards that we receive, and one lucky winner will receive a Virginia Grown/Virginia's Finest gift pack, courtesy of the Virginia Grown program. VDACS will notify the winning shopper's farmers' market manager so that together we can coordinate the gift pack delivery and schedule photo opportunities to support your public relations, website and social media activities.
- October 18, 2019: Conclusion of the 2019 promotion. The farmers' market with the most entries will be eligible for a special prize, courtesy of Virginia Grown.

USE THE PUNCH CARD PROGRAM TO PROMOTE YOUR MARKET LOCALLY

- Keep a running total of money spent at your market. Each month, tally up the amount from the cards and consider sharing your good economic news with your local officials. Remember, each punch card has 14 punches, a value of \$140 spent at the market.
- As you collect cards, consider adding your customers' email addresses to your internal database for marketing and educational outreach (i.e., a market newsletter).

HOW TO SUBMIT THE PUNCH CARDS YOU'VE COLLECTED

- At the end of each promotion month—June, July, August and September—complete the attached form and mail it, along with your collected punch cards, to VDACS using the address listed on the form.
- The cards must reach VDACS prior to the drawing dates listed below; if we receive them after the drawing date, they will be entered into the following month's drawing.

DRAWING DATES

June Winner: July 12, 2019

Prize Pack: \$100 Virginia Grown/Virginia's Finest Gift Basket

July Winner: August 9, 2019

Farmers' Market Week Bonus Prize Pack: \$200 Virginia Grown/Virginia's Finest Gift Basket

August Winner: September 13, 2019

Prize Pack: \$100 Virginia Grown/Virginia's Finest Gift Basket

September Winner: October 18, 2019

Prize Pack: \$100 Virginia Grown/Virginia's Finest Gift Basket

Market with the most entries: October 18, 2019

Farmers' Market Prize: A special award going to the market with the most punch card entries

If your market listing on VirginiaGrown.com requires any updates, please add or update your listing online by visiting the Virginia Grown homepage.

If you have any questions,
please call 804.225.3663 or email heather.wheeler@vdacs.virginia.gov.



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