

FARM, FRESH, PLEDGE PROMOTION 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 the program this year that will run from June – August with monthly drawings. Place the cards around town at libraries and other public places to help promote your market.

- 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 Finest gift basket for all eligible completed punched cards. Monthly drawings will be held for cards that were completed in June, July and August. (More details will be provided on the Virginia Grown later this month for consumers.)
- 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.)
- August 31 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 drawings.

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 call 804.225.3663 or email leanne.dubois@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 322, Richmond, VA 23219

FAX: (804) 371-7786 ~ Email: vagrown@vdacs.virginia.gov

VDACS promotes the economic growth and development of Virginia agriculture.

The Virginia Grown program promotes fresh, Virginia products to consumers.

Thanks for supporting Virginia Agriculture!

