



November 19, 2019

Interior Alaska Food Network

2020 Lend a Hand Application
Co-op Market Grocery & Deli
526 Gaffney rd.
Fairbanks, AK 99701

To whom it concerns,

I am writing to you in hopes you will consider the Interior Alaska Food Network (IAFN) and our Golden Heart Grown program as one of your 2020 Lend a Hand recipients. The Interior Alaska Food Network is a regional subgroup of the Alaska Food Policy Council. One of the largest projects we facilitate is the Golden Heart Grown branding.

Started in 2016 through a grant, the Golden Heart Grown (GHG) branding was created as a hyper-local version of Alaska Grown. With Alaska Grown's permission, the brand recognizes and encourages products grown in Interior Alaska in the marketplace. Our organization saw a need for this in the Interior to help emphasize and acknowledge our Interior agriculture that is not always in the public eye. Right now the program as an application that is applicable to growers and businesses that utilize GHG products. Our goal one day is to have every grower and every business that uses GHG products a part of the program and recognized for contribution to our local economy and well-being.

To continue moving forward, the financial assistance of the Lend a Hand program would go a long way. One of our main uses for the funds would be marketing. We need to show the public about our program, so they know to look for the branding. We want to expand our network of growers and businesses. Marketing the brand, sharing spotlights of participating businesses, and creating events featuring the GHG growers will help entice businesses to join. We hope to create an annual event featuring local chefs creating a meal with GHG food as a future sustainable revenue source for the program.

We appreciate your consideration and time to go through our application. Please let us know if you have any questions.

Respectfully,

Michelle Deckard
Project Manager, Fairbanks Economic Development Corporation
Co-chair of Interior Alaska Food Network



2020 LEND A HAND APPLICATION

Deadline: November 30, 2019

OUR MISSION:

Co-op Market Grocery & Deli works for health and sustainability by providing healthful foods and products, promoting local suppliers, and offering consumer education in an open, community-centered environment, through a viable business.

OUR VALUES:

- **Service** – We are committed to the joy of true service, putting the needs of others first in a way that touches lives and hearts. Our service is an honor and a privilege.
- **Sustainability** – We seek to sustain our co-op's financial health and growth while working toward solutions to economic development that consider the health of our community and planet.
- **Social Responsibility** – We believe that our actions must benefit the global community at large. This means that we promote justice and equity in all of our relationships and are committed to the people who use and work for our business.

Name of Organization: Interior Alaska Food Network

Mailing Address: N/A

City, State, Zip: Fairbanks, Alaska

Contact Name: Michelle Deckard Phone: 907-452-2185

Contact Email: mohnesorge@investfairbanks.com

Website: interiorakfoodnet.wixsite.com/iafn

Facebook: Interior Alaska Food Network & Golden Heart Grower Instagram: Same as facebook Twitter: N/A

Name and address for check remittance (if it differs from above):

Name: Alaska Food Policy Council

Mailing Address: 3601 C Street, Suite 722

City, State, Zip: Anchorage, AK 99503

Is this a 501(c)3 non-profit organization? If yes, please include certification with application. Yes, umbrella'd under the Alaska Food Policy Council.

Has your organization been a Lend a Hand recipient in the past? If so, when? No

Instructions: Please include a cover letter on your organization's official letterhead with this form.

I. Please provide your mission statement and a brief summary of your organization's work.

The Interior Alaska Food Network is the Interior subgroup of the Alaska Food Policy Council. Our vision is having a healthy secure food system that benefits all Interior Alaskans. Our organization meets every 2nd Thursday of the month to network, discuss agriculture related issues, and to work on our on-going projects. We are currently looking to implement another "Little Free Pantry" in town, advance our Golden Heart Grower program, and participate in agriculture/food related events around town.

2. How does your work align with Co-op Market's mission and values?

The Interior Alaska Food Network and Golden Heart Grow's work aligns closely with the Co-op Market's values of sustainability and social responsibility. We are currently importing about 95% of our food, that number needs to decrease, and to do that we need to encourage and develop our Interior agriculture industry.

3. How will the Lend a Hand funds be used?

The Lend a Hand funds would be used for our Golden Heart Grow program. We need funds for marketing, outreach, and events. We want to recruit more farmers and businesses to the program. We want to have events for them and the public to spread the word and get people excited and interested in local agriculture.

4. If your organization has received funding from Co-op Market in the past, please describe how this funding supported your organization and mission.

We have not received funding in the past.

5. What is your elevator pitch? Cashiers usually have about 10 seconds to describe our monthly recipient to a shopper. Please describe your organization and how the funds will be used in 100 words or less.

The Interior Alaska Food Network created the Golden Heart Grow branding as a hyper-local version of Alaska Grow. This branding is to recognize and encourage products grown in Interior Alaska in the marketplace.

6. Which month would you prefer us to fundraise for your organization? (Note: We cannot guarantee your month of choice.) Any month

Applications will be published on our website. For this reason, please include *no more than one* piece of supplemental information (brochure, flyer, annual report, etc.) with your application.

In December, our Owners will vote to select our 2020 Lend a Hand recipients. If your organization is selected, we will require the following:

- 2 or 3 high resolution photos representing your work. Please include a photo release for any people appearing in your photos.
- A high resolution, printable jpg of your organization's logo.
- Promotion of the Lend a Hand program via your website, newsletter and/or social media pages.
- One scheduled 3-hour shift of tabling at the store during your Lend a Hand month.
- Brochures or flyers about your organization if available.

Important Note:

We do not donate to individuals, national charities, political candidates or organizations, organizations that advance a particular religious belief, or organizations that discriminate on the basis of race, color, creed, national origin, religion, age, gender, sexual orientation, marital status, disability or status in any other protected group.

Submit applications to the attention of Kristin Summerlin, Marketing & Owner Services Manager:

- via email to marketing@coopmarket.org (preferred). Be sure to include scans of supporting materials.
- by hand delivery to the Customer Service Desk.
- by mail to the following address: Co-op Market Grocery & Deli, 526 Gaffney Road, Fairbanks, AK 99701.

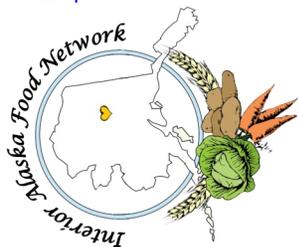
The purpose of the Golden Heart Grown label is to recognize and encourage products grown in Interior Alaska in the marketplace.

Supporting locally grown products increases our food security in the Interior as well as benefits the economy.

If every Alaskan spent just \$5 a week on Alaskan Grown products it would bring over \$188 million dollars into the local economy annually.



Interior Alaska Food Network



Golden Heart Grown

Supporting and nurturing a healthy secure food system that benefits all Interior Alaskans.



Brought to you by the Interior Alaska Food Network and the Fairbanks Economic Development Corporation.



Join Golden Heart Grown!

Join other farms, producers, restaurants, etc. that are certified Golden Heart Grown. With our logo the public will immediately be able to recognize your contribution and recognition to locally grown products that support the Interior.

This label is not meant to compete with Alaska Grown, it's meant to help us find our locally grown products right here in the Interior. The Alaska Division of Agriculture, who sponsors the Alaska Grown label, fully supports this program.

Becoming Golden Heart Grown not only labels your products to customers as being locally sourced from the Interior but provides you with additional advertising and outreach!

We are trying to grow this label and make Golden Heart Grown known everywhere!



What qualifies?

- ◆ A fruit or vegetable grown for a minimum of 90% of its lifecycle in Interior Alaska;
- ◆ A seed that is harvested from a plant meeting at least one of the requirements of this section;
- ◆ A processed feed product with at least 75% of its ingredients being grown in Interior Alaska;
- ◆ Livestock grown in the state for a minimum of 75% of its life;
- ◆ An egg produced from poultry, while the poultry is in Interior Alaska;
- ◆ An apiculture product, such as honey, wax, comb or pollen, produced while the bees are in Interior Alaska;
- ◆ An animal fiber produced from Golden Heart Grown livestock;
- ◆ An imported live woody plant grown outdoors in the state for a minimum of two years and bearing hang-tag stating the location where the plant was acclimated and point out that it was not started in Interior of Alaska;
- ◆ A nursery or greenhouse plant, imported into the state as a rooted cutting or propagule and grown to a saleable product with at least 50% of its production time being within Interior Alaska;
- ◆ A plant, tree, grain, or grass grown to a finished product in Interior Alaska;
- ◆ A byproduct or processed product with the principal ingredient meeting at least one of the requirements of this section. Water is not considered an ingredient.



Apply to use the logo

Apply today to use the Golden Heart Grown logo for your products for FREE!

Anyone looking to use or display the Golden Heart Grown logo for promotion, marketing, advertising, or sale of an agricultural product must submit a simple application. If you submit an application and meet the qualifying criteria the logo is free for you to use!

Contact 907-452-2185 or mohnesorge@investfairbanks.com for more application details!

Contact Us

Interior Alaska Food Network

interiorakfoodnet.wixsite.com/iafn

interioralaskafoodnetwork@gmail.com

Find Golden Heart Grown on Facebook and Instagram!