



Produced in the USA

American Grown Goodness Trademark Program

Application

Membership valid through
December 31, 2009

A Trademark of American Agri-Women

Business Name: _____

Owner(s): _____

Marketing Contact (if different from owner): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

Toll Free Number: () _____ County: _____

E-mail Address: _____ Website: _____

What year was your business established? _____

Does your business do retail sales? Yes No

Does your business wholesale? Yes No

Does your business do institutional sales, such as hospitals, restaurants? Yes No

Annual Sales: Under \$9,999 \$10,000 - \$19,999 \$20,000 - \$49,999 \$50,000 - \$99,999 \$100,000 - plus

What percent of your income is from retail sales? _____ wholesale? _____ institutional sales? _____

Do you currently export to international markets? Yes No

If yes, to what countries: Canada Japan Mexico Other _____

Number of full-time employees, including yourself and family:

1 2 - 9 10 - 24 25-49 50-99 100 - plus

Number of part-time employees, including yourself and family:

1 2 - 9 10 - 24 25-49 50-99 100 - plus

Product Information: (please complete for each product to be labeled with the AGG logo)

Product Line (i.e. condiments, bakery mixes, jellies): _____

Product Description:

Is 100% percent of the raw materials used in this product is acquired from the United States? _____

Business Category for Trademark Use: see back page for details

Type of business (please mark all that apply): Grower/Producer Vendor/Retail Manufacturer/Processor

American Grown Goodness Product Listings in Directory: Please check box to indicate the appropriate product listing(s) for your company's *American Grown Goodness* approved products. Information will be used in the printed and on-line product directory.

Vegetables, Herbs and Nuts	
Asparagus	
Basil	
Beans, Dried	
Beans, Other	
Beets	
Broccoli	
Brussels Sprouts	
Cabbage	
Carrots	
Cauliflower	
Chives	
Corn, Sweet	
Cucumbers	
Eggplants	
Garlic	
Herbs	
Lettuce	
Mushrooms	
Nuts	
Okra	
Onions	
Parsley	
Peas, Shell	
Peas, Edible Pod	
Peppers	
Potatoes, Red - White	

Pumpkins	
Radishes	
Spinach	
Sprouts	
Squash, Summer	
Squash, Winter	
Tomatoes, Field	
Tomatoes, Hothouse	
Turnips	
Other:	

Beverages	
Beer	
Cider, Apple	
Coffee	
Hot Chocolate	
Juice	
Mix, Drink	
Nutritional Drinks	

Fruits and Berries	
Apples	
Apricots	
Berries	
Cherries	
Grapes	
Nectarines	
Peaches	

Pears	
Plums	
Rhubarb	
Other:	

Dairy, Dairy Products and Eggs	
Butter	
Cheese, Cottage	
Cheese, Cow	
Cheese, Goat	
Eggs	
Ice Cream	
Ice Cream Mix	
Milk, cow	
Milk, goat	
Yogurt	
Other:	

Greenhouse, Nursery and Forest Products	
Annuals	
Compost	
Flowers, Cut	
Flowers, Dried	
Grasses, Ornamental	
Grasses, Sod	

Policies and Requirements

1. **The American Grown Goodness logo may only be used on, and in the marketing of, products approved and registered with the American Grown Goodness program of American Agri-Women.**
2. There is a \$50 fee to be a member of the trademark program which is used to promote the program. Marketing materials are available to registered companies for a fee that recoups the cost of materials.
3. Membership is good through December 31, 2009. Annual membership renewals are required.
4. All information requested on the application must be accurately provided in order for this application to be processed. All sales and employee information is kept confidential. These numbers may be used in aggregate figures, but a company will not be listed individually without written consent.
5. The right to use the *American Grown Goodness* logo may be revoked at any time if abused, used on unapproved products, or if used in a manner unbecoming to the program.
6. Specifications for use of the logo provided on logo sheets must be followed.
7. Products must meet the following standards in order to be considered for the program:
 - The food products must contain raw products grown in the United States.
 - All products and companies must be in good standing and meet standards set forth by the appropriate regulatory authorities.
8. The application reviewing committee reserves the right to use its own discretion when approving or denying applicants.

The American Grown Goodness program can often use product samples during media appearances and trade show displays. Please send a sample and brochure so your product can be featured during these marketing opportunities. If this is not possible, contact our office.

I acknowledge and agree, pending approval, that the usage of the *American Grown Goodness* trademark will be adhered to as required in this application. I further agree that the logo will only be used for the specific product(s) covered by this application and used according to the specifications on the provided logo sheet and that American Agri-Women reserves the right to revoke this application if at any time the use for which it is granted is abused.

Signature: _____

Title: _____ Date: _____

Return completed form to:

*American Agri-Women
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Manhattan, KS 66502
785/539-7899
785/537-9727 fax
Email: aawadvocate@gmail.com*