



CERTIFIED SOUTH CAROLINA Associate Member Application

Date Received

Date Approved

The Certified South Carolina program is a cooperative effort among producers, processors, wholesalers, retailers, restaurants, and the South Carolina Department of Agriculture (SCDA) to brand and promote South Carolina produce and products. Our goal is for consumers to easily identify, find, and buy South Carolina products. The Certified South Carolina Associate program is a licensing agreement for promotional use of Certified SC Grown and Certified SC Product logos. Any business that promotes and sells Certified South Carolina members' product may apply as an Associate Member. This program is **free** to join! Membership is made by application to and acceptance by the SCDA Marketing Department. For additional information about the Certified South Carolina program and to view a list of our participating members please visit our website, CertifiedSCGrown.com.

Company Name _____

Name and Title of Company Representative _____

Company Mailing Address _____

City _____ State _____ Zip _____

County _____

Phone Number(s) _____

Email _____ Website _____

Description of how the Certified South Carolina logos will be utilized

PLEASE RETURN COMPLETED APPLICATION TO

South Carolina Department of Agriculture
 ATTN: Ansley Rast Turnblad
 P.O. Box 11280 • Columbia, SC 29211
aturnblad@scda.sc.gov

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Certified South Carolina Program Terms and Agreements

The **Certified South Carolina** program is a cooperative effort among producers, processors, wholesalers, retailers, restaurants and the South Carolina Department of Agriculture (SCDA) to brand and promote South Carolina produce and products. Our goal is for consumers to easily identify, find and buy South Carolina products. The Certified South Carolina program is free to join and membership is made by application to and acceptance by the SCDA, Marketing Department.

The **Associate Member Application** is a Licensing Agreement for promotional use of the Certified SC Grown® and Certified SC Product® logos. Any business that promotes and sells Certified South Carolina members product may apply as an Associate Member.

The **Associate Membership** is open to any grocery stores, restaurants, food distributors, school, hospital, community based farmers market, specialty and other retail stores that owns and/or operates a location in South Carolina and that is permitted in accordance with all state and local laws is eligible to apply.

Associate Members may reproduce the appropriate logo, as outlined in the style manual, for use in promoting qualified agricultural products grown or processed in South Carolina. The logo(s) may be used in promotional print advertising and signage, television, or other mediums as appropriate upon approval from the Certified South Carolina program coordinator.

The **Certified South Carolina Grown** logo shall only be used on first quality products, grown in South Carolina, that meet the US #1 Quality Grade Standard, or higher U.S. Grade Standards, whichever is the accepted USDA industry grade standard for that commodity. The logo shall not be used on secondary labels or cull products.

The **Certified South Carolina Product** logo shall only be used to promote approved and participating Certified South Carolina members. All Certified SC Products must meet the accepted USDA or FDA industry standards for the product, whichever is appropriate. Any processed, cooked or manufactured item must be produced and packaged to accepted industry standards in an approved kitchen or facility. This includes value added products, manufactured food products, and other agricultural products that may be further sorted, graded, blended, processed and packaged, in South Carolina.

Trademark Statement

Permission for use of this Federally Trademarked material is granted solely by the South Carolina Department of Agriculture. A signed licensing agreement or approved application must be on file with the Department of Agriculture prior to use of any of these trademarked logos or slogans. Any unapproved use of these materials can result in liability under Federal Trademark Laws.

The Certified South Carolina Associate Member Applicant understands the South Carolina Department of Agriculture owns all rights and trademarks for use of the brand materials. Unauthorized use may also result in liability under Federal Trademark Law. The South Carolina Department of Agriculture reserves the right to revoke Applicant's use of the logo at any time should it be abused or used in an inappropriate manner.

By entering into the Certified South Carolina Program as an Associate Member, I understand that I am authorizing the SC Department of Agriculture to make public my business contact and product information for use to the general public, both in printed and electronic format. If I choose to opt out of this provision I must indicate so in writing to the Department of Agriculture.

I (we) agree to comply with all the terms and conditions of the regulations pertaining to the use of the Certified South Carolina logo(s).

Signature _____

Date _____