



PREBLE ROOTS is a marketing program to benefit local producers and artisans, allowing participants to show off their Preble "roots" and shoppers to be "Preble proud" by buying local.

The **PREBLE ROOTS** branding and marketing opportunity is available through an annual application to the Preble County Convention and Visitors Bureau (CVB.) Participants will receive the right to use the Preble Roots logo to brand/label their products, and will be designated as Preble Roots members in an upcoming **Preble County Farm Products Directory** being created in a combined effort of the Preble County Farm Bureau, Preble County Convention and Visitors' Bureau, Preble County Chamber of Commerce, and the Preble County Development Partnership.

The annual membership/fee for **PREBLE ROOTS** logo usage and designation is \$25, payable upon application to the CVB.

Participants' products must be at least 60% raised, grown or produced in Preble County, Ohio in order to participate in **PREBLE ROOTS**. This includes food, fiber and the arts (i.e. quilts, soaps, pastas, yarn, jewelry, pottery, etc.)

The CVB and Preble County Chamber of Commerce will market to consumers the value of the logo in identifying Preble County's locally produced products, and Preble Roots participants will be included online at preblecountypassport.com. New participants will be named and introduced via press release.

The new **PREBLE COUNTY FARM PRODUCTS DIRECTORY** is due out in early 2018. Preble County farmers and artisans who grow, make, and sell products are invited to submit their information for listing in the directory, which will include product and contact information. The directory will highlight Preble County's Farmers Markets, and will include consumer information charts detailing seasonal availability of fruits and vegetables in Preble County, as well as information identifying Preble County's locally produced products using the **PREBLE ROOTS** logo, if applicable. **PREBLE ROOTS** members will also receive a business card-style advertisement in the directory as part of their \$25 annual membership fee.

The **PREBLE COUNTY FARM PRODUCTS DIRECTORY** will be distributed in the local newspaper, to chambers of commerce in surrounding counties, at area farm markets, at local municipal and government offices, at the Preble County Chamber of Commerce, the Preble County Development Partnership, from the Preble County Farm Bureau and PC Convention & Visitors' Bureau, and will be available for download.

If you would like to be included in the Preble County Farm Products Directory, be able to utilize the licensed **PREBLE ROOTS** logo, and receive the marketing benefits of the Preble Roots program, simply fill out the application and return with the minimal \$25 usage/membership fee.

To ensure your listing in the **Preble County Farm Products Directory**, complete the simple form and return it to the address provided. No additional information or payment is required. Forms are available online at preblecountypassport.com, and can be returned via email to leslie.collins@preblecountyohio.com or mail to PREBLE COUNTY FARM PRODUCTS DIRECTORY, c/o Preble County Chamber of Commerce, 122 W. Decatur S., Eaton, OH 45320.

All applications for the **PREBLE ROOTS** program should be submitted with a \$25 check or money order, along with a business card or informational flier for the directory, to PREBLE ROOTS, c/o Preble County Chamber of Commerce, 122 W. Decatur S., Eaton, OH 45320. Make all checks payable to: Preble County CVB.

Deadline for inclusion in the Preble County Farm Products Directory and for participation in the Preble Roots program is Tuesday, Oct. 31.

We hope you are as excited as we are in this opportunity to increase sales and awareness of our Preble County products! Be Preble proud!

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