

Montana Restaurant Rewards Program Application



Contact Information

Restaurant Name: _____

Primary Contact, Title: _____

Physical Address: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Cell Phone: _____

Email: _____ Website: _____

Montana Specialty Crop purchases in the past 12 months: \$ _____

This information is required. We collect this information to report any increases in specialty crop sales due to this program.

Restaurants may be reimbursed for up to \$1,000 in advertising of specialty crops available up to 50% of the purchase cost for Eligible Products. The restaurant is required to promote the Made in Montana or Grown in Montana logo and is subject to an audit by Montana Department of Agriculture or designated authority. A restaurant is defined as any restaurant, caterer, or food vendor that serves Made in Montana/Grown in Montana food to the public. The restaurant is not required to be a Made in Montana program member; however, the specialty crop product MUST come from a farm that IS a Made in Montana/Grown in Montana member. Restaurant should contact the Montana Department of Agriculture prior to purchase with any eligibility concerns.

Please contact Angelyn DeYoung with any questions when filling out this application, (406) 444-5424 or adeyoung@mt.gov.

Rules

- 1) Restaurant must promote Grown in Montana produce and farms in their establishments and on menu.
- 2) Eligible products must be 100% Grown in Montana products by Made in Montana/Grown in Montana member, distributor, farmers market, or grocery store. Restaurant may encourage any current or future suppliers eligible for Grown in Montana to join in order to become eligible for Restaurant Rewards.
- 3) Eligible products are any type of Grown in Montana specialty crop intended for consumption and must be 100% Grown in Montana.
- 4) Items currently NOT eligible for this program: items not considered specialty crops (i.e. all meat originating from livestock and poultry raised in Montana and eggs; products such as cheese, mead, jams, jellies, sauces, beer, spirits and water, and all dairy products).

____ (initial here) I have read and acknowledge the Restaurant Rewards program rules.

Montana Restaurant Rewards Program Agreement



This AGREEMENT is made and entered into on this by and between the Montana Department of Agriculture (MDOA) and _____, a licensed restaurant (the Restaurant).

THE PARTIES AGREE AS FOLLOWS:

1) THE RESTAURANT AGREES

- a) To confirm products are eligible for reimbursement prior to purchasing the products; please contact the MDOA when any product is in question.
- b) To document the purchases of eligible Grown in Montana products, producers, and suppliers on the "Reimbursement Request Form". See also "Farmers Market Reimbursement Form" for purchases made at Farmers Markets.
- c) To document the promotion of the Made in Montana / Grown in Montana logo (as on menu, newspaper ads, etc.).
- d) To submit requests for reimbursement within 30 days of the food purchase.
- e) To comply with the Restaurant Rewards Program Rules.
- f) To promote the Made in Montana / Grown in Montana logo to customers while maintaining proper use of said logo (correct logo, correct color profiles, etc.).
- g) To allow the MDOA to audit the promotion of the Grown in Montana brand through on site visits, as necessary.
- h) In the case of one restaurant ordering for two separate restaurants, only one may apply for Restaurant Rewards. Scoring will be a combined total from both restaurants.

2) THE MONTANA DEPARTMENT OF AGRICULTURE AGREES:

- a) To provide restaurant or advertising entity with the advertisement template approved for this program, promoting only Grown in Montana specialty crops and restaurant's use of those products.
- b) To reimburse the Restaurant at a rate up to 50 cents per one dollar spent on eligible products, not to exceed \$1,000 in a 12 month period.
- c) To pay the Restaurant within 60 days of receiving an approved reimbursement request, pending availability of funds.
- d) To include the Restaurant in Made in Montana / Grown in Montana promotions or special events when appropriate.
- e) To abide by all regulations set forth by the USDA Specialty Crop Block Grant requirements, Grantor for the Restaurant Rewards Program.

3) IT IS MUTUALLY AGREED:

- a) The MDOA is not responsible for reimbursement of costs associated with products deemed ineligible.
- b) If it is determined that the Restaurant is not promoting Grown in Montana, it will be ineligible for the Restaurant Rewards Program for 12 months from the MDOA audit date.
- c) Only products purchased after the contract approval date are eligible for reimbursement.
- d) The Restaurant will be assigned a "Reimbursement Rate" and will only be eligible for recalculation at 3 month intervals.

REIMBURSEMENT RATE: Rate of reimbursement will be based on the Restaurant score rating established through completion of the Reimbursement Rate Calculation form provided. This score, reflective of the establishment's use and promotion of the Made in Montana / Grown in Montana logo and Grown in Montana specialty crop products, will determine the actual rate which enters into the calculation for percentage of the maximum 50% eligibility. In order to provide the foodservice with a reimbursement check, the Montana Department of Agriculture requires the foodservice to fill out a W-9.

_____(initial here) I acknowledge, understand and will comply with above terms of agreement.

_____(initial here) W-9 filled out and sent to Montana Department of Agriculture. (Form can be faxed, emailed, or mailed.)

_____(initial here) Please send me a digital file of the logo for marketing purposes.

Montana Restaurant Rewards Program Rubric



The Montana Restaurant Rewards program is designed to reward restaurants who purchase and promote the use of Grown in Montana specialty crops. In this beginning stage it will be noted that some restaurants will be very active and excited about the program and others do the minimum in which to get the rewards. Being a “Rewards” program, we wanted to establish a sliding scale for those that reach our expectations of promotion and others that perhaps didn't know what we expected or are unable to achieve the ultimate promotion efforts. We have therefore created an expectation Rubric to establish your score. These scores are open for recalculation every three months! So although you may not have achieved the full 50% now, you can achieve the full reimbursement in the future by meeting the highest promotion activities. We think this will be a great asset and become a true “Rewards” program.

CATEGORY	5 points	3 points	2 points	1 point	Total Points
Promotion of Grown in Montana	You use the MIM/GIM Logo on or achieve 4 of the following: 1) Your advertising, 2) Menus, 3) You highlight farmers' products that you use in your establishment, 4)Your staff is trained as to what local farm products are used, 5) Your staff knows what the MIM/GIM program is, 6) You promote MIM/GIM products on your website, 7) You promote MIM/GIM through a social media site (FaceBook, Twitter).	You use the MIM/GIM Logo on or achieve 3 of the following: 1) Your advertising, 2) Menus, 3) You highlight farmers' products that you use in your establishment, 4)Your staff is trained as to what local farm products are used, 5) Your staff knows what the MIM/GIM program is, 6) You promote MIM/GIM products on your website, 7) You promote MIM/GIM through a social media site (FaceBook, Twitter).	You use the MIM/GIM Logo on or achieve 2 of the following: 1) Your advertising, 2) Menus, 3) You highlight farmers' products that you use in your establishment, 4)Your staff is trained as to what local farm products are used, 5) Your staff knows what the MIM/GIM program is, 6) You promote MIM/GIM products on your website, 7) You promote MIM/GIM through a social media site (FaceBook, Twitter).	You use MIM/GIM Logo in some of your advertising and/or menus.	
Purchasing	You purchase MIM/GIM products through 4 of the following: you purchase at the farm, at Farmers' Markets, from wholesalers, from grocery stores, the farmer delivers to you, and use vendors that carry MIM/GIM products.	You purchase MIM/GIM products through 3 of the following: you purchase at the farm, at Farmers' Markets, from wholesalers, from grocery stores, the farmer delivers to you, and use vendors that carry MIM/GIM products.	You purchase MIM/GIM products through 2 of the following: you purchase at the farm, at Farmers' Markets, from wholesalers, from grocery stores, the farmer delivers to you, and use vendors that carry MIM/GIM products.	You purchase MIM/GIM products through 1 of the following: you purchase at the farm, at Farmers' Markets, from wholesalers, from grocery stores, the farmer delivers to you, and use vendors that carry MIM/GIM products.	
Menu Development	Your menu consists of over 8 MIM/GIM highlighted items.	Your menu consists of over 6 MIM/GIM highlighted items.	Your menu consists of over 4 MIM/GIM highlighted items.	Your menu consists of over 2 MIM/GIM highlighted items.	
Farmer Impact	You purchase products from over 5 MIM/GIM farmers.	You purchase products from over 3 MIM/GIM farmers.	You purchase products from over 2 MIM/GIM farmers.	You purchase products from 1 MIM/GIM farmer.	
Purchasing Power	You spend over \$25,000 per year on direct MIM/GIM farm products.	You spend over \$15,000 per year on direct MIM/GIM farm products.	You spend over \$7,000 per year on direct MIM/GIM farm products.	You spend over \$5,000 per year on direct MIM/GIM farm products.	
Past support	You have never received MDOA/MIM/GIM funding.	You have received MDOA/MIM/GIM funding one year.	You have received MDOA/MIM/GIM funding for two years.	You have received MDOA/MIM/GIM funding for three years or more.	
Total Score:					

