

OUR COMMITMENT

AS A SELECT LINCOLNSHIRE MEMBER

- 1 Increase the sales of Lincolnshire produce.
- 2 Promote Lincolnshire produce and make more readily available and easily identifiable.
- 3 Further develop the regional and national perception of Lincolnshire as a source of quality food and drink.
- 4 Become an advocate for the Lincolnshire agri-food industry and actively participate and engage in promotional activity
- 5 Agree to operate within the bounds of the Select Lincolnshire criteria.
- 6 Cross promote other Select Lincolnshire members where appropriate.
- 7 Maintain and uphold the standard of all products offered for sale in establishments.
- 8 Be a responsible and reputable business; able to demonstrate adoption of good practice standards.
- 9 Display the Select Lincolnshire branding within business premises and where possible include the logo on packaging, in advertising and promotional literature, on your vehicles, website and signage (in accordance with Brand Guidelines).
- 10 Seek to minimise packaging and comply with relevant legislation.
- 11 Make maximum use of all Select Lincolnshire promotional materials
- 12 At all times comply fully with their obligations under any Act of Parliament, Order, Regulations, or relevant Code of Conduct.

For the monitoring purposes of the Select Lincolnshire project, participants can be required to produce, if requested, an invoice or other documentation confirming that the products they have sourced can be positively identified as being locally sourced. The current Trading Standards and Environmental Health regulations will still apply.



OUR COMMITMENT TO SELECT LINCOLNSHIRE MEMBERS

- 1 Commitment to the promotion of the Select Lincolnshire brand and members through advertising, marketing, publicity and PR activity.
- 2 Further develop the regional and national perception of Lincolnshire as a source of quality food and drink.
- 3 To be a champion and advocate of the Lincolnshire agri-food industry.
- 4 Recognition of members in all applicable Select Lincolnshire advertising, publicity and PR activity.
- 5 The provision of promotional materials for use by members.
- 6 Access to Brand Guidelines.
- 7 Access to Business Development opportunities such as Meet The Buyer events and Business Skills workshops* (these are subject to change / availability – see member benefits).
- 8 Entry in the biannual Good Taste magazine (optional)
- 9 Branded web presence for your business.
- 10 Entry into annual Select Lincolnshire Food and Drink Awards via ‘mystery shopper’ initiative.
- 11 Access to scheme of membership benefits in addition to above.

