

## PICK TENNESSEE PRODUCTS (PTP) WEBSITE APPLICATION



### REQUIREMENTS FOR THE PICK TENNESSEE PRODUCTS PROGRAM

#### PRODUCT GUIDELINES

- Farmers/producers of fresh agricultural products are eligible to use the PTP logo on products and/or be listed on the PTP website ([www.PickTNProducts.org](http://www.PickTNProducts.org)). Producers must be able to provide a high quality agricultural product produced on a Tennessee farm.
- Manufactured/processed food products eligible for inclusion in the "Pick Tennessee Products" program and authorized to bear the logo must be manufactured in Tennessee and include ingredient(s) from a Tennessee farm when available.
- In order to qualify as a non-food product, items must be produced from a Tennessee agricultural product on a working Tennessee Farm.
- All products listed on the PTP website and bearing the logo must meet or exceed U.S. Government and/or State of Tennessee standards and regulations where applicable. Manufacturers/processors must provide an updated facility permit from Tennessee Department of Agriculture's Regulatory Service.

#### APPLICATION PROCESS

1. Submit application by email, or print a hard copy, and mail or fax to: *Tennessee Department of Agriculture, Pick Tennessee Products Web Site Application, P.O. Box 40627, Nashville, TN 37207 - Fax: 615.837.5194*
2. A Tennessee Department of Agriculture (TDA) Marketing Specialist will review application.
3. TDA Marketing Specialist will notify applicant of final status by email and supply digital copy of Pick Tennessee Products Logo if application is approved. If email is not available, applicant will receive notification by U.S. mail.

<b>Is This A New Application?</b>	<b>Yes</b>		<b>No</b>		<b>Are You Updating An Existing Listing?</b>	<b>Yes</b>		<b>No</b>	
<b>Business/Farm Name</b>									
<b>Contact Name</b>						<b>Title</b>			
<b>Physical Address</b>									
<b>City</b>					<b>TN</b>	<b>Zip</b>			
	<b>Latitude</b>					<b>Longitude</b>			
<b>Mailing Address</b> <i>If different from physical address</i>									
<b>City</b>					<b>TN</b>	<b>Zip</b>			
<b>Primary Phone</b> <i>Include area code This number will be listed on Web site</i>					<b>Fax</b> <i>Include area code</i>				
<b>Secondary Contact</b> <i>if available</i>									
<b>Secondary Contact Phone</b>									
<b>Email</b>									
<b>Web Address</b>									
 <b>Facebook</b>									
 <b>Twitter</b>									
<b>County</b>				<b>Region</b>	East		West		Middle

**Directions/special information concerning your operation**

**TYPE OF BUSINESS – Check all that apply**

Cooperative	<input type="checkbox"/>	Domestic Kitchen	<input type="checkbox"/>	Public Farmers Market	<input type="checkbox"/>	Manufacturer	<input type="checkbox"/>
Other*	<input type="checkbox"/>	Processor	<input type="checkbox"/>	Producer	<input type="checkbox"/>		<input type="checkbox"/>
*If indicated Other : describe business							

**METHOD OF SALE – Check all that apply**

Community Supported Agriculture - CSA	<input type="checkbox"/>	E-commerce	<input type="checkbox"/>	Farmers Market*	<input type="checkbox"/>				
Foodservice/Restaurant	<input type="checkbox"/>	Internet	<input type="checkbox"/>	On Farm Sales	<input type="checkbox"/>	Other*	<input type="checkbox"/>	Pick Your Own	<input type="checkbox"/>
Retail	<input type="checkbox"/>	Wholesale	<input type="checkbox"/>	*Farmers Market Location					
*If indicated Other : describe									

**DESCRIPTION – Check all that apply**

Certified Organic	<input type="checkbox"/>	Fresh	<input type="checkbox"/>	Frozen/Prepared/Packaged	<input type="checkbox"/>	Pick Your Own	<input type="checkbox"/>
<b>If you checked Certified Organic</b>		Meat & Poultry	<input type="checkbox"/>	Processed Goods	<input type="checkbox"/>	Produce	<input type="checkbox"/>
<b>List certifying agency</b>							

**If you checked Frozen/Prepared/Packaged**

Where is your product processed?	
Where is your product packaged?	

Do state or federal organizations inspect or license your product or facilities?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Are you interested in participation in tradeshow?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Are the major ingredients of/for your products grown in Tennessee?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Does your product require refrigerated distribution?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Are you interested in exporting?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<b>Do you want to display the Pick Tennessee Products Logo?</b>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<b>Would you like to be listed in Shop Now (Pick Tennessee Products online store)?</b>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

- ONLINE STORE GUIDELINES**
- Participants must be a qualified PTP member to participate in the on-line store.
  - Producers must have ownership of the linking website with E-Commerce capabilities (meaning the ability to accept a credit card online through a shopping cart system).
  - Producer’s Website must display PTP logo.
  - Participant must submit a quality (professional) downloadable picture. A product picture or a picture of your company logo should be on a white background saved as TIFF, JPG or EPS. Resolution should be 300dpi or higher.
  - Producers must be willing to disclose economic results from site hits to TDA for program evaluation purposes.

**CHECK ALL CATEGORIES THAT APPLY** - Only check products that are produced/manufactured on your farm or by your business.

**AGRITOURISM**

Attractions		Bed & Breakfasts/Lodging		Business Attractions		Corn & Hay Mazes	
Farm Animals (for petting)			Farm Tours			Farm Weddings	
Ag Festivals		Other Festivals			Wine Festivals		Hay Rides
Museums		Other Activities			Pumpkin Patches		School Tours
Special Events/Corporate/Birthdays				Summer Camps		Wagon Rides	

**AQUACULTURE**

Bait		Caviar		Fee Fishing		Fresh Water Prawn	
Fresh Water Farming		Pond Stocking					

**BAKED GOODS**

Bread		Cakes		Cookies		Doughnuts		Pies
-------	--	-------	--	---------	--	-----------	--	------

**BAKING PRODUCTS**

Cooking Oil		Flour/Cornmeal		Sweeteners				
-------------	--	----------------	--	------------	--	--	--	--

**BEVERAGES**

Beverage Companies		Breweries & Distilleries		Coffee		Drink Mixes	
Teas		Water			Wineries		

**CANNED SPECIALITES**

**CEREALS**

**CONDIMENTS, DRESSINGS & SEASONINGS**

Dry Rubs /Seasonings		Jams, Jellies & Spreads		Pickled Items		Relishes & Salsa	
Sauces & Dressings		Spices/Dried Herbs					

**DAIRY PRODUCTS**

Butter		Cheese		Ice Cream		Milk		Yogurt
--------	--	--------	--	-----------	--	------	--	--------

**EQUINE RESOURCES**

Entertainment & Education		Equine Services			Organizations		
Overnight Stabling		Sales & Insurance			Shavings and Beddings		
Show & Sales Facilities		Trails					

<b>MEATS</b> - Meat sold as retail cuts must be processed through a USDA facility.									
Certified Organic		CSA		Wholesale					
<b>Beef</b>		Freezer Beef		Retail Cuts (Beef)				Veal	
Beefalo		Buffalo		Country Ham				Goat	
Lamb		Pork		Processed and Packaged Meats				Rabbit	
Ratites (Emu & Ostrich)									
Tennessee Natural Beef			Member _____ Interested _____						
USDA Inspected Processor			Tennessee Department of Agriculture Inspected Processor						

<b>FARM FRESH POULTRY &amp; EGGS</b> TDA permit required for Egg Listing – Contact 615-837-5151 for permit information or email <a href="mailto:glenda.smead@tn.gov">glenda.smead@tn.gov</a>									
Eggs		Egg License #						Poultry	

<b>FARM FRESH PRODUCE</b>									
Certified Organic		CSA		Pick Your Own		Wholesale			
<b>FRUIT</b>									
Apples		Blackberries		Blueberries		Cantaloupes		Cherries	
Chestnuts		Grapes		Kiwi		Medlar		Honey Dew	
Nectarines		Nuts		Peaches		Pears		Persimmons	
Plums		Quince		Raspberries		Strawberries		Watermelon	
Wild Fruit									
<b>VEGETABLES</b>									
Asparagus		Arugula		Beans		Beets		Broccoli	
Cabbage		Carrots		Corn		Cucumbers		Eggplants	
Herbs		Hot Peppers		Kale		Lettuce		Mustard Greens	
Okra		Onions		Peas		Peppers		Potatoes	
Pumpkins		Radishes		Spinach		Squash		Sweet Peppers	
Sweet Potatoes		Tomatoes		Turnip Greens		Turnips			
<b>MUSHROOMS</b>									

<b>FLOWERS, PLANTS AND TREES</b>									
Annual Grower		Compost & Soil Products		Christmas Trees		Cut Flowers			
Mums		Native Plants		Nut/Fruit Trees		Perennial Grower		Retail Nursery Growers	
Sod Suppliers		Vegetable Plants		Wholesale Nursery Grower		Woody Ornamental Grower			

<b>FROZEN/PREPARED FOODS</b>		Entrees			Desserts			Vegetables	
------------------------------	--	---------	--	--	----------	--	--	------------	--

<b>HONEY</b>		<b>PASTA &amp; PASTA SAUCES</b>							
--------------	--	---------------------------------	--	--	--	--	--	--	--

<b>MEAT ALTERNATIVE</b>									
-------------------------	--	--	--	--	--	--	--	--	--

<b>PET PRODUCTS</b>		Food			Pet Treats			Squirrel Corn	
---------------------	--	------	--	--	------------	--	--	---------------	--

<b>SALADS &amp; SANDWICHES</b>		Salads			Sandwiches				
--------------------------------	--	--------	--	--	------------	--	--	--	--

<b>SNACK FOODS</b>		Nuts			Popcorn			Snacks	
--------------------	--	------	--	--	---------	--	--	--------	--

<b>SOUPS AND SOUP MIXES</b>									
-----------------------------	--	--	--	--	--	--	--	--	--

<b>SWEETS</b>		Candy			Chocolates & Confections				
---------------	--	-------	--	--	--------------------------	--	--	--	--

<b>SWEET SORGHUM</b>									
----------------------	--	--	--	--	--	--	--	--	--

**TENNESSEE FARM ARTISAN PRODUCTS - *In order to qualify as a non-food Pick Tennessee Product, item must be made from a Tennessee agricultural product on a working Tennessee Farm.***

Beeswax Candles		Corn Stalks		Decorating Services		Dried Herb and Flower Arrangements	
Gourds		Indian Corn		Soap & Oils		Straw Bales	
Wreaths		Wood		Wool/Fiber/Yarn			

**LOGO USE**

- The right to use the logo is personal only to the applicant and cannot be reassigned without approval of the Division of Market Development, TDA. Permission to use the logo may be revoked at anytime. The logo can be used only to promote products that are grown, produced or processed with ingredient(s) that is a Tennessee produced farm product(s).
- Any company, organization, association, or individual using the logo must be registered with the Tennessee Department of Agriculture prior to using the logo. Each item or product being used in conjunction with the logo must be approved.
- Notifying TDA of any additions or changes, such as a change in production location, product line, etc. is the producer's responsibility. Failure to do so could result in removal from the program.
- After approval, an emailed response will provide logo artwork in a TIFF, JPG or EPS file.
- Changes in logo composition or colors must be approved by the Division of Market Development, Tennessee Department of Agriculture (TDA). The design or graphics of the logo cannot be altered, and the logo must be printed in its entirety. The logo can be printed in varying sizes.

- The logo may be used in advertising, incorporated into a product's packaging or label, displayed in point-of-purchase materials or signage, on pressure sensitive labels, promotional materials or brochures, letterhead and envelopes, etc.
- The logo has been designed to be simple and "generic" so that slogans or "tag lines" can be incorporated, i.e. All slogans or tag lines used in conjunction with the logo must be approved by the Tennessee Department of Agriculture.

**The State of Tennessee is not liable for, nor does the state guarantee, products using this logo. The State of Tennessee does not guarantee the accuracy of the information listed on the PTP website; and is not liable for any incorrect information or for information that the applicant believes to be a misrepresentation of the applicant's product(s).**

**I certify that I have completed the application and read the guidelines set forth by the Division of Market Development, TDA. I give my permission to the Division of Market Development, TDA, to use this information for marketing and internet directory.**

**Signature**

**Please keep a copy of application for your records.**

Agritourism Marketing Specialist	Pamela Bartholomew	615-837-5348	Pamela.Bartholomew@TN.gov
Livestock Marketing Specialist <i>Farm Fresh Meats</i>	Wendy Sneed	615-837-5309	Wendy.Sneed@TN.gov
Organic Marketing Specialist <i>Tennessee Natural Beef</i>	Jon Frady	615-837-5344	Jon.Frady@TN.gov
Processed and Gourmet Foods Marketing Specialist	Linda Shelton	615-837-5345	Linda.Shelton@TN.gov

9/7/2011