



ASSOCIATE MEMBERSHIP APPLICATION

Certified American Grown invites you to become an inaugural Associate Member of one of the most significant trade associations representing domestic cut flower and greens farmers in the U.S. Our diverse and unified non-profit coalition of small to large flowers and greens farms spans all regions of the U.S. and represent over 50% of the domestic production. Join us in pursuit of our vision to have a healthy, sustainable and prosperous American cut flower and greens farming community!

Associate Membership benefits, include but are not limited, to:

- Logo listing on website with link
- Inclusion in Certified American Grown member only area directory on website
- Access to Certified American Grown member only area and directory on website
- Use of Associate Member Logo (Usage Agreement Attached as Exhibit A)
- Ability to apply to the affiliate program
- Associate member highlight in newsletter
- Discount on website advertising (Spring 2021)

Organizations or individuals interested in becoming an associate member can submit a completed application to info@americangrownflowers.org. We are confident with the recent increase in popularity of flowers and greens and the current emphasis on American products and services, we are assured of success. Join us with your commitment of supporting our farms and ensuring the survival and thriving future of American cut flower and greens farmers.



APPLICANT INFORMATION

1. Full legal name of applying company: _____

2. Form of entity (please check one): Corporation Partnership
 Sole Proprietorship Limited Liability Company Other: _____

3. Year Established: _____

4. Mailing Address:

Street: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Email: _____

5. Physical Address (if different than above):

Street: _____

City: _____ State: _____ Zip Code: _____

6. Website: _____

7. Social Media Information:

Facebook Page Link: _____

Instagram Link: _____

Any additional social media accounts you would like to list: _____



8. Please list products and services you provide to Certified American Grown cut flower and greens farms. Please note if the products are produced in the United States.

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____

9. Would you be interested in learning more about our affiliate program?

Yes No

10. What aspect of supporting Certified American Grown do you value most?



By my signature to this application, I agree to support and promote the objectives of Certified American Grown. I understand that my associate membership may be suspended if I am found in violation of the rules and regulations regarding use of the Certified American Grown Associate Membership Logo (Exhibit A). Other actions that may cause suspension include defaming a member, the membership, the organization or its goals.

As a matter of policy, Certified American Grown (known as CAG) does not endorse any product, organization or program undertaken by any group or firm except those in which CAG is an active, official participant or with whom CAG is in a contractual affiliate program. This associate member logo may not be used in any way that could be construed to be an implied or direct endorsement from CAG.

I understand that CAG has the right to request a written sample piece that explains the purpose of using the CAG Associate Member Logo (i.e. direct mail piece, web page, fax, etc.).

I verify that I, the undersigned, possess the authority to enter into this agreement on behalf of the Applicant, and I have completed this application truthfully. I understand that Certified American Grown is relying on the accuracy of this information in extending Associate Membership. The signature below also acknowledges the acceptance of Exhibit A attached.

Company

Signature - Owner, Partner or Corporate Officer

Title

Print Name

Date

ANNUAL MEMBERSHIP - \$500

PLEASE ALLOW 14 DAYS FOR PROCESSING

Return Completed Application by email to:

info@americangrownflowers.org

Make checks payable to Certified American Grown and mail to:

P.O. Box 23151

Ventura, CA 93002

(805) 617-4900

americangrownflowers.org



EXHIBIT A





ASSOCIATE MEMBERSHIP LOGO USAGE GUIDELINES



The CAG Associate membership logo is to be used by companies that are currently Associate members of the CAG to signify their affiliation with CAG.

These guidelines will help maintain the integrity of the CAG brand mark while providing value to our members. The power of the logo lies in its consistent and appropriate use; therefore, any use of the logo that is not consistent with these guidelines is strictly prohibited. The CAG reserves the right to change the logo or these usage guidelines at any time and solely at its discretion.

SPOT	PROCESS	RGB
	C 16	195
	M 100	14
	Y 89	46
	K 6	
PANTONE® 200	c30e2e:HEX	

SPOT	PROCESS	RGB
	C 100	9
	M 30	62
	Y 19	82
	K 76	
PANTONE® 3035	093e52:HEX	



AUTHORIZATION:

- Permission to use the logo is limited to Associate members of CAG during the noted year. Those who no longer meet this criterion must discontinue the use of the logo.
- The membership logo will be designed to reflect a specific year for which they apply. The logo will be updated annually to note the change in year, and members are responsible for updating their own websites and printed materials with the appropriate year logo.
- CAG reserves the right to review use of the logo. Disregard of these usage guidelines may result in revocation of the right to use the logo.
- Any member found to be improperly using the logo or using any outdated or unapproved logo will be notified and must correct any deficiencies in their use of the logo. Refusal to correct such deficiencies may result in revocation of the right to use the logo. Continued use may result in revocation of membership.

USAGE:

- The CAG Associate member logo may be used in stationery, brochures, business cards, web pages, email signatures, and other print applications. The logo may NOT be used on products or product packaging.
- CAG will provide the electronic artwork of the logo. The logo should not be altered, changed, or recreated in any way. The logo should not be tilted, rotated, condensed, expanded, slanted, or leaned. The colors of the logo should not be changed in any way.
- The CAG Associate member logo is provided to its members as a graphical representation to indicate membership. The logo should not be used in a way that implies the CAG sponsorship or endorsement of a product, service, or content presented on the member's website.
- The logo is licensed to CAG and all uses of the logo must benefit CAG. No member is permitted to use the logo to disparage CAG, its members, or promotional goods.
- The logo should be displayed in a positive manner. The logo may not be used to depict the CAG in any negative way, as determined in the CAG's reasonable discretion.

WEBSITE USAGE:

- The logo must be an active link to CAG's website at this URL address: www.americangrownflowers.org

PRINT PRESENTATION:

- The logo may not be used more prominently than a member's name or company name.
- Recommended placement of the logo is in the lower-right corner of all printed materials.
- Use only CAG authorized electronic artwork of the logo. The CAG associate member logo is to be displayed independently, not conjoined with any other graphic or text.
- Redraws or distortion of the logo are not permitted beyond what is provided.
- Avoid using the logo on a busy background or backgrounds with a similar color of the logo.
- The area surrounding the logo is to be clean and uncluttered. The clear space should measure a minimum of 1/2" on all sides.
- When using a color other than the CAG's corporate colors, please print the logo in black or white depending on the background color.

WEB PRESENTATION:

- The logo may not be used more prominently than a member's name or company name.
- Use only CAG authorized electronic artwork of the logo. The CAG Associate member logo is to be displayed independently, not conjoined with any other graphic or text.
- Do not distort or alter the logo in any way. Do not rotate or animate the logo.
- Avoid using the logo on a busy background or backgrounds with a similar color of the logo.
- The area surrounding the logo is to be clean and uncluttered.

