STATE OF ALASKA

Submit by Email

DEPARTMENT OF NATURAL RESOURCES

DIVISION OF AGRICULTURE

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Alaska Grown Restaurant Rewards Program Application

Contact Information

Restaurant Name:			
Primary Contact:			
Title:		**Mailing Address**	
Physical Address:		**Mailing Address:**	
City:		**Mailing City:**	
State:		**Mailing State:**	
Zip Code:		**Mailing Zip Code:**	
Business Phone:		**Email:**	
Business Fax:		**Web Address:**	
Cell phone:			

Foodservices may be reimbursed up to 20% of the purchase cost for Eligible Products. The foodservice is required to promote the Alaska Grown logo and is subject to an audit by Alaska Division of Agriculture (ADOA). The reimbursement maximum is $12,000 within a 12 month time frame, or until program funds are exhausted. A foodservice is defined as any restaurant, caterer, or food vendor that serves Alaska Grown food to the public. The foodservice is not required to be an Alaska Grown member; however, the specialty crop product MUST come from a farm that IS an Alaska Grown member. Foodservice should contact Division of Agriculture prior to purchase with any eligibility concerns.

Please contact Kristi Krueger with any questions when filling out this application, 907-761-3858 or kristi.krueger@alaska.gov.

Rules:

1) Restaurant must be in Alaska.
2) Restaurant must promote Alaska Grown produce and farms in their establishments and on menu.
3) Eligible products must be 100% Alaska Grown products by an Alaska Grown member, distributor, farmers market or grocery store.
4) Eligible products are any type of AK Grown specialty crop intended for consumption and must be 100% grown in AK.
5) Items currently NOT eligible for this program: all meat originating from livestock and poultry raised in AK and eggs, products such as cheese, mead, jams, jellies, sauces, etc., all aquaculture products raised or harvested, beer, spirits and water, and all dairy products.

☐ I have read and acknowledge the Restaurant Rewards program rules.

Print Form

Alaska Grown Restaurant Rewards Program Application (cont.)

This AGREEMENT is made and entered into on this Date: _____ by and between the Division of Agriculture (ADOA) and (Restaurant Name:) _____, a licensed foodservice (the Foodservice).

THE PARTIES AGREE AS FOLLOWS:

A. The Foodservice Partner agrees:

1. To confirm products are eligible for reimbursement prior to purchasing the products; please contact the ADOA when any product is in question.
2. To document the purchases of eligible AK Grown products, producers, and suppliers on the "Reimbursement Request Form". See also "Farmers Market Reimbursement Form" for purchases made at Farmers Markets.
3. To document the promotion of the Alaska Grown logo (as on menu, newspaper ads, etc.).
4. To submit requests for reimbursement within 30 days of the food purchase.
5. To comply with the Restaurant Rewards Program Rules.
6. To promote the Alaska Grown logo to customers while maintaining proper use of said logo (correct logo with Registered Trademark symbol, correct color profiles, etc.).
7. To allow the ADOA to audit the promotion of the Alaska Grown brand through on site visits.
8. To purchase any promotional Alaska Grown items desired for events or resale (banners, T-shirts, etc.).
9. 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.

B. The Alaska Division of Agriculture agrees:

1. To reimburse the Foodservice at a rate **up to 20 cents per one dollar spent** on eligible products, not to exceed $12,000 in a 12 month period.
2. To pay the Foodservice within 60 days of receiving an approved reimbursement request, pending availability of funds.
3. To provide the Foodservice with a limited number of Alaska Grown promotional items and marketing material.
4. To include the Foodservice in Alaska Grown promotions or special events when appropriate.
5. To abide by all regulations set forth by the USDA Specialty Crop Block Grant requirements, Grantor for the Restaurant Rewards Program.

C. It is mutually agreed:

1. The ADOA is not responsible for reimbursement of food costs associated with products deemed ineligible.
2. If it is determined that the Foodservice Partner is not promoting Alaska Grown, it will be ineligible for the Restaurant Rewards Program for 12 months from the ADOA audit date.
3. The ADOA will reimburse the Foodservice until it has reached the $12,000 maximum or until funding has been depleted.
4. Only products purchased after the contract approval date are eligible for reimbursement.
5. Foodservice Partner 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 Foodservice score rating established through completion of the **Reimbursement Rate Calculation form** provided. This score; reflective of the establishments use and promotion of the Alaska Grown logo and Alaska Grown specialty crop products, will determine the actual rate which enters into the calculation for percentage of the maximum 20% eligibility. In order to provide the foodservice with a reimbursement check, the Division of Agriculture requires the foodservice to fill out a W-9, at this link: http://doa.alaska.gov/dof/forms/resource/sub_form_w9.pdf.

☐ I acknowledge, understand and will comply with above terms of agreement.

☐ W-9 filled out and sent to Division of Agriculture. (Form can be faxed, emailed, or mailed to the Division of Agriculture.)

☐ Please send me a digital file of the logo for marketing purposes.

Alaska Grown Restaurant Rewards
Rubric

The Alaska Grown Restaurant Rewards is designed to reward foodservice partners who purchase and promote the use of Alaska Grown 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 bare 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 20% 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 AK Grown	You use the AKG 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 AKG program is, 6) You promote AKG products on your website, 7) You promote AKG through a social media site (FaceBook, Twitter).	You use the AKG 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 AKG program is, 6) You promote AKG products on your website, 7) You promote AKG through a social media site (FaceBook, Twitter).	You use the AKG 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 AKG program is, 6) You promote AKG products on your website, 7) You promote AKG through a social media site (FaceBook, Twitter).	You use AKG Logo in some of your advertising and/or menus.	
Purchasing	You purchase AKG 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 AKG products.	You purchase AKG 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 AKG products.	You purchase AKG 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 AKG products.	You purchase AKG 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 AKG products.	
Menu Development	Your menu consists of over 8 AKG highlighted items.	Your menu consists of over 6 AKG highlighted items.	Your menu consists of over 4 AKG highlighted items.	Your menu consists of over 2 AKG highlighted items.	
Farmer Impact	You purchase products from over 5 AKG farmers.	You purchase products from over 3 AKG farmers.	You purchase products from over 2 AKG farmers.	You purchase products from 1 AKG farmer.	
Purchasing Power	You spend over $25,000 per year on direct AKG farm products.	You spend over $15,000 per year on direct AKG farm products.	You spend over $7,000 per year on direct AKG farm products.	You spend over $5,000 per year on direct AKG farm products.	
Past support	You have never received ADOA/ AKG funding.	You have received ADOA/ AKG funding one year.	You have received ADOA/ AKG funding for two years.	You have received ADOA/ AKG funding for three years or more.	
				Total Score:	

Alaska Grown Restaurant Rewards
Reimbursement Rate Calculation Sheet

Key:

Scoring is based on percentage:
Scores of 27-30= 100%; 23-26=90%; 19-22=80%; 15-18=70%; 11-14=60%; up to 10=50%
With a score of:
27-30 = 100% or 100% of 20% =20%
23-26 = 90% or 90% of 20% =18%
19-22 = 80% or 80% of 20% =16%
15-18 = 70% or 70% of 20% =14%
11-14 = 60% or 60% of 20% =12%
up to 10=50% or 50% of 20% =10%

As mentioned before, the AK Grown Restaurant Rewards scores are open for recalculation every three months, at **YOUR** request! So although you may not have achieved the full 20% you can achieve the full reimbursement in the future. We think the Rubric will be a great asset to the program and become a true "Rewards" program. Restaurant Rewards is a program through the Alaska Division of Agriculture, with funds from the USDA Specialty Crop Block Grant.

☐ I have read the Rubric and Reimbursement Rate Calculation Sheets.

Alaska Grown specialty crops include a wide variety of produce that you may not be aware of. To help foodservices learn what is available, we have started a list of items to include both well known and a few more unique products that may spark a bit of creativity on your menus. Please tell us what you are currently using and when your foodservice is audited next time, you can add new items at that time.

Current items used by foodservice:

Fruits

- ☐ Apples
- ☐ Blueberries
- ☐ Raspberries
- ☐ Strawberries

Herbs, Spices & Mushrooms

- ☐ Basil
- ☐ Chives
- ☐ Cilantro
- ☐ Garlic
- ☐ Oyster
- ☐ Parsley
- ☐ Rosemary
- ☐ Sage
- ☐ Shiitake

Vegetables

- ☐ Artichokes
- ☐ Arugula
- ☐ Asparagus
- ☐ Beans
- ☐ Beets
- ☐ Bok Choy
- ☐ Broccoli
- ☐ Brussel Sprouts
- ☐ Cabbage
- ☐ Carrots
- ☐ Cauliflower
- ☐ Celery / Celery Root
- ☐ Collard Greens
- ☐ Cucumber
- ☐ Eggplant
- ☐ Green Onions
- ☐ Kale
- ☐ Kohlrabi
- ☐ Lettuce
- ☐ Onions
- ☐ Parsnips
- ☐ Peas
- ☐ Peppers
- ☐ Potatoes
- ☐ Pumpkins
- ☐ Radishes
- ☐ Rhubarb
- ☐ Rutabaga
- ☐ Summer Squash
- ☐ Swiss Chard
- ☐ Tomatoes
- ☐ Turnips
- ☐ Winter Squash
- ☐ Zucchini

Other _____

Other _____

Other _____

Other _____

Other _____

Other _____

Alaska Grown Restaurant Rewards
Reimbursement Request Form

Reimbursement Rate: Rate of reimbursement will be based on the Foodservice score rating established through completion of the **Reimbursement Rate Calculation form**. This score; reflective of the establishments use and promotion of the Alaska Grown logo and Alaska Grown specialty crop products, will determine the actual rate which enters into the calculation for percentage of the maximum 20% eligibility. In order to provide the foodservice with a reimbursement check, the Division of Agriculture requires the foodservice to fill out a W-9, at this link: http://doa.alaska.gov/dof/forms/resource/sub_form_w9.pdf.

Date	Purchased From	Items	Amount

Total Spent

*In addition to this sheet, please provide copies of receipts, invoices, etc. totalling amount requested for reimbursement.

Thank you for taking the time to fill out this request form. Feel free to contact me with any questions.

Please return it to:

Kristi Krueger
Alaska Division of Agriculture
1800 Glenn Highway, Suite 12
Palmer, Alaska 99645-6735
907-761-3858, Fax:907-745-7242
kristi.krueger@alaska.gov

Alaska Grown Restaurant Rewards
Farmers Market
Reimbursement Request Form

Reimbursement Rate: Rate of reimbursement will be based on the Foodservice score rating established through completion of the **Reimbursement Rate Calculation form**. This score; reflective of the establishments use and promotion of the Alaska Grown logo and Alaska Grown specialty crop products, will determine the actual rate which enters into the calculation for percentage of the maximum 20% eligibility. In order to provide the foodservice with a reimbursement check, the Division of Agriculture requires the foodservice to fill out a W-9, at this link: http://doa.alaska.gov/dof/forms/resource/sub_form_w9.pdf.

Date/Farmers Market	Items	Amount	Print & Sign Farm Vendor Name
ex: 6/20/12 Center Market	lettuce, radishes, basil	$100.00	Joe Farmer J. Farmer

Total Spent

Thank you for taking the time to fill out this request form. Feel free to contact me with any questions.

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