



THE STATE
of **ALASKA**
GOVERNOR SEAN PARNELL

Department of Natural Resources

DIVISION OF AGRICULTURE
Central Office

1800 Glenn Highway, Suite 12
Palmer, Alaska 99645-6736
Main: 907.745.7200
Director's fax: 907.745.7112
Marketing & ARLF fax:
907.745.7242
Inspection fax:
907.745.7254



Restaurant Rewards: Go the Distance Contest

The Restaurant Rewards: Go the Distance Contest is a new addition to the Restaurant Rewards program. It is designed to encourage current members of the Restaurant Rewards program to go that extra mile to support Alaska Grown. The winner of the contest will receive an additional 3% reimbursement on ALL Alaska Grown purchases rewarded this fiscal year. If you reach the \$6,000 reimbursement limit, that's a potential \$1,058 in additional reimbursements if you win!

Restaurants will be judged on a variety of categories based on a point system. Whoever has the most points at the end of the fiscal year will be this year's Go the Distance Winner. Restaurants will be scored by a panel that will include at least two employees of the Division of Agriculture and one person not affiliated with Restaurant Rewards.

Here's what you have to do to enter. Based on the guidelines below, fill out the Restaurant Rewards: Go the Distance Contest Application at: <https://www.surveymonkey.com/s/RRGothedistance>. With the application, provide proof regarding categories 1, 2, and 3. Due to the reimbursement system currently in place, the Division of Agriculture already has proof of categories 4 through 6.

Proof can consist of copies of the menu, minimum of 3 signed letters by staff saying they attended training regarding Alaska Grown (explain what type of training it was: menu clarification for guests, what Alaska Grown is, etc), pictures of Alaska Grown logo throughout Restaurant, screen shot of your website or social media site promoting Alaska Grown, or URL of your website or social media site promoting Alaska Grown, explain how you receive your Alaska Grown items and provide name and contact information for each supplier.

Applications and proof are due by 5:00 pm March 28, 2014. The winner will be announced April 28, 2014 and awarded their winnings!

Send proof to Jacquelyn Schade via mail, email or fax. Contact Jacquelyn Schade if you have any questions regarding Restaurant Rewards: Go The Distance!

Jacquelyn Schade
Jacquelyn.schade@alaska.gov
Phone: 907-761-3858
Fax: 907-745-7242
1800 Glenn Highway, Suite 12
Palmer, AK 99645

CATEGORY	5 points	3 points	2 points	1 point	Total Points
1 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 on your social media site.	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 on your social media site.	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 on your social media site.	You use AKG Logo in some of your advertising and/or menus	
2 Purchasing	You purchase AKG products through 4 of the following: 1) you purchase at the farm, 2) at Farmers' Markets, 3) from wholesalers, from grocery stores, 4) the farmer delivers to you, 5) use vendors that carry AKG products.	You purchase AKG products through 3 of the following: 1) you purchase at the farm, 2) at Farmers' Markets, 3) from wholesalers, from grocery stores, 4) the farmer delivers to you, 5) use vendors that carry AKG products.	You purchase AKG products through 2 of the following: 1) you purchase at the farm, 2) at Farmers' Markets, 3) from wholesalers, from grocery stores, 4) the farmer delivers to you, 5) use vendors that carry AKG products.	You purchase AKG products through 1 of the following: 1) you purchase at the farm, 2) at Farmers' Markets, 3) from wholesalers, from grocery stores, 4) the farmer delivers to you, 5) use vendors that carry AKG products.	
3 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	
4 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.	
5 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	
6 Diversity of Products Purchased	You purchased a combination of: 1) 10 < Vegetables 2) Fruit 3) Honey 4) Syrup	You purchased either: 1) 10 < Vegetables 2) Fruit 3) Honey 4) Syrup	You purchased 6-10 Vegetables	You purchased 1-5 Vegetables	