

# STATE OF ALASKA

## DEPARTMENT OF NATURAL RESOURCES

### DIVISION OF AGRICULTURE



## Alaska Grown Restaurant Rewards Program Application

Submit by Email

**SEAN PARNELL, GOVERNOR**

#### CENTRAL OFFICE

1800 GLENN HIGHWAY, SUITE 12  
PALMER, ALASKA 99645-6736

PHONE: (907) 745-7200

FAX: (907) 745-7112

#### NORTHERN REGION OFFICE

1648 S. CUSHMAN ST., # 201  
FAIRBANKS, ALASKA 99701-6206

PHONE: (907) 328-1950

FAX: (907) 328-1951

#### PLANT MATERIALS CENTER

5310 S. BODENBURG SPUR  
PALMER, ALASKA 99645-9706

PHONE: (907) 745-4469

FAX: (907) 746-1568

### Contact Information

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

### Mailing Address

Mailing Address:	
Mailing City:	
Mailing State:	
Mailing Zip Code:	
Email:	
Web Address:	

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](mailto: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



**THE PARTIES AGREE AS FOLLOWS:**

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.

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.

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.

☐ 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
<b>Promotion of AK Grown</b>	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.	
<b>Purchasing</b>	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.	
<b>Menu Development</b>	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.	
<b>Farmer Impact</b>	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.	
<b>Purchasing Power</b>	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.	
<b>Past support</b>	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.	
				<b>Total Score:</b>	