



Prospective Member Information Packet

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The Goodness Grows in North Carolina and Got to Be NC logos are registered service marks, registered with the N.C. Secretary of State's office, and controlled exclusively by the N.C. Department of Agriculture's Division of Marketing and its participating Goodness Grows in North Carolina members.

Membership Criteria

I. The Goodness Grows in North Carolina label may be used only by qualified producers or processors of North Carolina agricultural and food products.

1. In-State Processed Items

- The label may be applied only on North Carolina produced or processed products which use product ingredients from North Carolina when readily available.
- Products not indigenous to North Carolina do not qualify (Ex. citrus, coffee, etc.).
- Imported products from foreign sources are not eligible.
- Only the first/top-quality products from a product line will be considered for membership.
- The processing/production facilities or corporate headquarters must be located in North Carolina.
- If the processing facility is located out-of-state, the product must be a 100% North Carolina agricultural product.
- Identification of the North Carolina corporate headquarters is required on product packaging.
- Facilities and products must meet all Federal and State regulations where applicable.

2. Out-of-State Processed Items

GGINC member companies are strongly encouraged to explore every possible opportunity to have their products processed in North Carolina. If a NC – based processor is unavailable, an out-of-state processor may be used as long as all of the in state processing rules in addition to the rules shown below are met:

- The primary ingredient used in the product must be grown or raised in NC by GGINC members.
- The out-of-state processor must be approved by the GGINC Manager
- The item to be processed may only be packaged under the NC-based company's brand name(s).
- Identification of the company's North Carolina headquarters is required on product packaging.
- Processing facilities must meet or exceed North Carolina regulations and be consistent with Federal regulations.
- A signed out-of-state addendum must accompany any application for an out-of-state processed item.

II. Out-of-State Company Provisions

If an out-of-state based company applies for GGINC membership it may qualify for GGINC membership if these guidelines are met:

- The company must own the NC processing facilities where the product is processed or if a company contracts with a North Carolina based co-packer / processor, the product must include over 50% NC grown or raised ingredients to qualify for membership.
- The product must include over 50% NC-grown ingredients.
- Products processed in NC by an out-of-state company must contain wording such as "Processed in North Carolina for 'company name'".

III. Associate Member Qualifications:

Any business that promotes and sells GGINC member products may qualify as an associate member. This would include grocery stores, restaurants, food distributors, specialty and other retail stores and farmers markets. Restaurants are eligible for the Savor NC distinction as a part of our foodservice marketing initiatives.

IV. Membership Categories:

All members will be including in one of the following categories. If your product does not qualify, approval must be requested in writing to the Goodness Grows Manager. Inclusion in the Goodness Grows in North Carolina program under the following categories requires that all inspections are current and you meet or exceed all membership criteria.

1. Fruits / Vegetables

NC grown fruits and vegetables must meet USDA Number 1 grades or better. Only top quality products will be accepted. Products not grown in NC may not be shipped/sold in boxes or packages bearing the GGINC logo.

2. Fresh / Processed Meats

Must be raised and packaged / processed in North Carolina. Must comply with NCDA & CS, County Health Inspection, and/or FDA standards. For more information, please visit http://www.agr.state.nc.us/vet/meat_poultry/pdf/InspRequireM&PBusinesses.pdf .

3. Dairy / Frozen Foods / Eggs

All inspections must be current. Must be consistent with all state and federal laws for the production and sale of dairy, frozen and egg products.

4. Bottled Water

Must be from a NC Spring or underground natural water source

5. Beer / Wine / Soft Drinks

Must be bottled in NC and include NC ingredients when available

6. Processed Food Items

Main ingredient must be from NC, when available. If the main ingredient is not from NC, prior approval must be requested for inclusion. See processed product guidelines.

7. Out-of-State Processed Food Items

The main ingredient must be from North Carolina. If the main ingredient is not in season in North Carolina, NO SUBSTITUTIONS MAY BE MADE.

8. Livestock

Producers of cattle, sheep, swine, poultry, horse, goat, ostrich and emu. Quarantined herds do not qualify.

9. Field Crops

Corn, soybeans, grain crops.

10. Organic

To be listed as an organic producer, you must be in accordance with The National Organic Program or have a certified organic product (must provide documentation). For more information on The National Organic Program, please visit <http://www.ams.usda.gov/nop/indexIE.htm> .

11. Seafood

To qualify as a Goodness Grows in North Carolina or Freshness From NC Waters member in the category of seafood, the product must be farm raised on a NC farm or caught by a NC fisherman and brought to port on the NC coast. If the catch was made on the NC Coast by an out of state fisherman but brought to port on the NC Coast; it is an eligible product only if the company selling the catch is a member of GGINC or FFNCW.

12. Farmers Market (Associate Membership Only)

A majority of the vendors and applying markets must be NC growers and selling NC products.

13. Non-Food Items (Soaps, Lotions, etc...)

The primary component must be from NC

14. Green Industry (Nursery, Greenhouse, Trees, etc...)

Items must be grown in North Carolina. Nursery operators are strongly encouraged to be certified by the NCDA & CS Plant Industry Division.

15. Animal Feeds

Feed must be processed in NC and primary ingredient must be North Carolina grown. PET TREATS DO NOT QUALIFY FOR MEMBERSHIP.

V. Application and Documentation Requirements to use the Goodness Grows in North Carolina Label:

1. Application

- To be considered for membership, you must include a completed and signed application form with the proper documentation for each type of product considered. If you require county, state or federal inspection for business, please include copies of all certificates.
- If you are requesting membership for a processed or non-food item, please include five (5) samples of each product you would like considered with your application. If your product is perishable, please include two (2) "real" samples and three (3) "dummy" packages.

2. Acceptable Forms of Documentation:

- County Extension Agent Letter – To verify your current farm state and condition
- Co-Packer / Processor Letter – To confirm that they process your product and it is in accordance with GGINC guidelines
- NCDA & CS Inspection Certificate – This is used for in-home processing and dairy facilities
- USDA Inspection Certificate
- NCDA & CS Marketing Specialist Inspection – If a NCDA & CS Marketing Specialist has visited your farm or facility, a letter of recommendation from them may be used as documentation
- Farmers Market Verification Form – Verifies that you are a current seller at said market
- Photo Documentation of operation – Used to verify roadside stand operation

VI. Application to use the Goodness Grows in North Carolina label:

1. Any person or firm representing and packaging North Carolina agricultural or food products may submit an application to use the Goodness Grows in North Carolina label on eligible products.

2. Application shall be made on forms provided by the North Carolina Department of Agriculture and Consumer Services.

3. Permission to use the Goodness Grows in North Carolina label will be granted upon NCDA&CS committee approval of application. Application and products will be under continual review by the Goodness Grows in North Carolina committee. All decisions of the Goodness Grows in North Carolina committee are final.

4. Applicant must furnish three copies of product(s) labels and five product(s) samples in a finished package.

VII. Assistance: The North Carolina Department of Agriculture and Consumer Services will provide the following services upon request:

1. Marketing service assistance.

2. Assistance in Retail, Foodservice and Institutional marketing.

3. Advertising, sales promotions, merchandising, public relations campaigns and special media promotions throughout the year.

VIII. Penalty:

1. Any person, firm, partnership, corporation or association who shall violate any provision herein, give false information in the application to package products under the Goodness Grows in North Carolina label, or use any container bearing the Goodness Grows in North Carolina label for packaging products which are not of North Carolina production, shall be subject to a suspension of his/her authority to use the Goodness Grows in North Carolina label.

2. Nothing herein shall be construed to exempt any person or firm from provisions of other applicable laws or regulations.

IX. The North Carolina Department of Agriculture and Consumer Services reserves the right to change these bylaws as necessary

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Goodness Grows in North Carolina Membership Checklist

Processed Products

Is your product safe and shelf stable? Have a sample of your product analyzed by the NCSU Food Science Department.

- How will I package my product? If you intend to package it yourself, you will need to have your kitchen inspected by NCDA. If you are using a co-packer, make sure they are inspected and located in North Carolina, unless otherwise approved by the GGINC Manager.
- Am I insured? The NCDA & CS strongly recommends that you purchase product liability insurance. It is not a requirement for membership into the program, but it helps protect you and your business.
- Where will I sell my product? This is a commonly overlooked aspect of producing a product. You will need an idea of where and how you will market your product. We can help you, but you will need to have an idea of what markets best suit your product.
- What do I need in order to apply?
- Application – Completed and signed application form.
- Inspections / Certifications – If required, you will need to include copies of inspections and / or certifications with your completed application.
- Co-packer / Processor – If you are using a co-packer or processor, please include a letter from them stating that you are using NC ingredients in your product.
- Product Samples – Please include five (5) samples of your shelf-ready product and three (3) unattached labels. We will use these for sample and display purposes. If your product needs refrigeration, please send two (2) “real” samples and three (3) “dummy” packages along with three (3) unattached labels.

Non-Processed Products

- Where will I sell my product? If you are selling your products directly from your farm, we strongly encourage you to register as a Certified Roadside Stand. The forms can be requested from the NCDA & CS.
- What do I need in order to apply?
- Application – Completed and signed application form.

- Inspections / Certifications – If required, you will need to include copies of inspections and / or certifications with your completed application.
- County Extension Officer Letter – Please include with your application a letter from your county extension agent or NCDA & CS Marketing Specialist.
- Photos – If you are registering as a roadside stand, please include photos of your stand with the application.

Membership Benefits

The Goodness Grows in North Carolina program is specifically designed to identify top-quality North Carolina products. The major emphasis of the program is to heighten awareness and availability of your products to the consumer, retail and foodservice industries.

Your membership in the Goodness Grows in North Carolina program benefits agriculture and the total food industry in our state. Through the marketing efforts of the NCDA&CS marketing staff, your company and products are highlighted as top-quality North Carolina products. The program benefits large food companies, small producers and processors and specialty food entrepreneurs alike.

Goodness Grows In North Carolina Features:

- Specialized Cooperative Programming with the Retail and Foodservice Industries
- Cooperative and Umbrella Advertising Opportunities Through Television, Radio, Newspaper and Outdoor Advertising
- Comprehensive Marketing and Media Programs Throughout the State
- Consumer-Directed Promotions
- Trade Shows and Food Shows
- Quarterly Goodness Grows Newsletter and Web Site content
- Special Presentations to the Food Industry
- Consultation Availability with Trade Specialists for Retail, Foodservice, Institutional, Specialty and International Markets

Bottlers and Co-Packers

Bobbee's Bottling

Mr. Jack Pyritz
3959 NC Hwy 39 South
Louisburg, NC 27549
(P) 919.496.4286
(F) 919.496.5931
www.bobbeebottling.com

Golding Farms Foods

Mr. Tony Golding
6061 Gun Club Road
Winston-Salem, NC 27103
(P) 336.766.6161
(F) 336.766.3131
www.goldingfarmsfoods.com
** Kosher Approved Bottler**

Thomas Gourmet Foods

P.O. Box 8822
Greensboro, NC 27419
(P) 336.299.6263
(F) 336.299.7852
www.thomassauce.com

D'Vine Foods

Ms. Allie Nance
1585 US HWY 701 S.
Elizabethtown NC 28337
(P) 910.862.2576
(C) 910.874.2006
www.dvinefoods.com

Quinn Specialty Products

Mr. John Quinn
603-B N. Ashe Ave.
Dunn, NC 28334
(P) 910.892.0832
(F) 910.892.1192
** Kosher Approved Bottler**

The Wizard's Cauldron

878 Firetower Road
Yanceyville, NC 27379
(P) 336.694.5665
(F) 336.694.5284
www.wizardscauldron.com
** This plant bottles Organic
only**

Packaging Suppliers

Arkansas Glass Company

PO Box 1717
Jonesboro, AR 72403
(P) 800.527.4527
(F) 870.268.6213
www.agcc.com
Glass

Freund Container

4200 Commerce Court Suite 206
Lisle, IL 60532
(P) 800.363.9822
(F) 800.423.7545
www.freundcan.com
Glass, Plastic, Metal, Bottles, Jars,
Boxes, Bags

www.spraybottles.com

(P) 888.777.2988
Bottles, Sprayers, Caps

Corrugated Container Corp. NC

301 Thomas Mill Road
Holly Springs, NC 27540
(P) 919.567.0800
(F) 919.567.0030
www.cccbox.com
Boxes, POP Displays

Penn Bottle and Supply Co.

3800 Rose Lake Drive
Charlotte, NC 28217
(P) 704.583.0045
(F) 704.583.0047
www.pennbottle.com
Glass, Plastic Bottles & Jars, Metal &
Plastic Jars

TricorBraun

1327-A wood branch drive
Charlotte, NC 28241-7268
(P) 704.588.6770
(F) 704.588.9607
www.tricorbraun.com
Glass, Plastic, Metal, Jars

Package and Label Printers

A.P.I Graphics

100 Pendleton Street PO Box 2747
High Point, NC 27261
(P) 336.885.9041
(F) 336.885.4675

CGP, Inc.

501 Atkinson Street
Clayton, NC 27520-2155
(P) 919.585.0100
(F) 919-585-0110
www.cgplabels.com

Logo Label Printing

6708 Westborough Drive
Raleigh, NC 27612
(P) 919.782.9966
(F) 919.782.9961
www.logolabelprinting.com

Riverside Printing

1131 Atlantic Avenue
Rocky Mount, NC 27804
(P) 252.977.3820 or 866.446.1981
(F) 252.977.1289
www.riversideprint.com

Burkhead-Devane, Inc.

407 Cumberland St.
Fayetteville, NC 28301
(P) 800.633.2450 or 910.483.1168
(F) 910.483.4754
www.burkheaddevane.com

Fabrifoil, Inc.

127 Goodwin Circle
Mooresville, NC 28115
(P) 704.664.6660
(F) 704.664.6668
www.fabrifoil.com

OPC Packaging Corp.

320 Perimeter Point Blvd
Winston Salem, NC 27105
(P) 800.381.3649
(F) 336.661.3313
www.opcpackaging.com

Wright of Thomasville

5115 Prospect Street
Thomasville NC 27360
(P) 800.678.9019
(F) 336.476.8554
www.wrightlabels.com

Goodness Grows in NC Applications

Applications for the Goodness Grows in NC Program / Got to Be NC Campaign and Savor NC Restaurant Program can be found and completed online. Below are instructions for signing up for these respective programs.

1. Register a user name at <http://www.gottobenc.com/user/register>
 - Choose your username and enter a valid email address where you would like to receive correspondence from Goodness Grows / Got to Be NC / Savor NC.
 - Once registered above, a one-time link to your account will be sent to the email address provided. Click the link in the email provided to proceed to your account, click the Log In button, and set your password. Click Save.
 - Once your changes have been saved, click the Become a Member Link in the menu bar or proceed to the Application page by using the following link. <http://www.gottobenc.com/become-a-member/applications/>
2. Once at the Application screen, click the tab for the application you wish to complete.
 - For Goodness Grows in NC / Got to Be NC – Choose the Goodness Grows in NC tab. <http://www.gottobenc.com/become-a-member/applications/#app>
 - For Savor NC (Restaurants ONLY) – Choose the Savor NC Application tab. <http://www.gottobenc.com/become-a-member/food-service-application/>
 - Complete the application and select SUBMIT at the bottom the page. Once you have submitted your application, you will be notified by a member of the Goodness Grows in NC staff regarding the status of your application.

Goodness Grows in North Carolina Addendum for out-of-state Processing:

Below are additional requirements for a North Carolina Based Company wishing to have an out-of-state processing facility package its product(s). All criteria must be met in order for the product(s) in question to be eligible for membership in the Goodness Grows in North Carolina program. Please read carefully and direct any questions to Jeff Thomas at 919.233.7887 ext. 278 or jeff.thomas@ncagr.gov.

Requirements:

GGINC member companies are strongly encouraged to explore every possible opportunity to have their products processed in North Carolina. If it is deemed that a NC – based processor is unavailable, an out-of-state processor may be used as long as all of the in state processing rules in addition to the rules shown below are met:

- The primary ingredient used in the product must be grown or raised in NC by GGINC members.
- The out-of-state processor must be approved by the GGINC Manager
- The item to be processed may only be packaged under the NC-based company’s brand name(s).
- Identification of the company’s North Carolina headquarters is required on product packaging.
- Processing facilities must meet or exceed North Carolina regulations and be consistent with Federal regulations.

By signing below, you agree that all possibilities for NC based processors have been explored and none exist. You also agree that the ingredients used in processing are grown or raised in NC by you or another Goodness Grows in North Carolina Member. If it is determined that a NC processor is available, you agree to move processing to the NC facility or have the product(s) removed from membership and cease usage of all Goodness Grows in North Carolina and/or Got to Be NC logos from packaging, labeling, marketing and/or advertising materials.

Company Name: _____

Signature: _____ **Date:** _____

Printed Name: _____ **Phone:** _____

Processor Information:

Processing Facility Name: _____

Physical Address: Mailing Address (If Different):

Address: _____ **Address:** _____

City: _____ **City:** _____

State: ____ **Zip-Code:** _____ **State:** ____ **Zip-Code:** _____

Phone: _____ **Contact Name:** _____

Fax: _____