

Joining the California Grain Campaign Spring 2019

We're thrilled that you would like to join the effort to promote California-grown whole grains!

Farmers, thank you for growing grains and making the whole grain available! Let us help promote your business by getting you on the map and/or the annual Catalog (see below). By joining the Campaign, please confirm that you are:

- A farmer who grows grains in California
- Farming grains on less than 150 acres annually
- Agreeing to cooperate in the promotion of all growers in the Campaign
- Willing and able to participate in promotion of the Campaign and public education about California-grown whole grains through advocacy, media, and other channels

Non-farm grain businesses, by joining the Campaign you are committing to:

- Sourcing from California grain farmers, including small-scale (150 acres or less) farmers
- Using or selling whole grains
- The 20% by 2020 goal
- Promoting the Campaign and public education about California-grown whole grains through advocacy, media, and other channels

Please follow us on Instagram @cagrainscampaign and tag #cagrainscampaign when you use California-grown whole grains such that we can share your work!

Collaborating with the Team

As an entirely volunteer-run organization, we rely on the initiative and contributions of our grain community to develop educational materials, fundraise, host workshops, events, and programs, and other ways of building our resources, relationships, and public presence.

Let us know if you would like to collaborate in one of the working groups: Research, Infrastructure, Events, Communications, and/or Fundraising.

Being on the Map

The map lists California grain farmers who have reached out to us about being named. If you're a farmer who'd like to be listed, please provide your farming location and website.

At the moment, we have mapped non-farm grain businesses that sponsored the Grain Catalog.

We are discussing how to include other, non-farm grain businesses on the map. We are not a certifying entity and do not have the capacity to ensure businesses consistently adhere to the mission of using California-grown, whole grains.

Listing in the Catalog

Currently, the annual Grain Catalog is centered on farmers such that others who use grain know where they might procure whole grains (as seed, unprocessed grain, or flour). We request a \$50.00 contribution to cover the cost of printing (farmers receive a copy) Non-farm grain-related businesses are welcome to help our efforts by sponsoring the Catalog's printing and distribution. We publish sponsorship tiers along with the Catalog planning announcement.

Farmers, if you'd like to be listed, our simple qualifying criteria are:

- A farmer who grows grains in California
- Farming grains on less than 150 acres annually
- Cooperative in the promotion of all growers in the Campaign
- Willing and able to participate in promotion of the Campaign through advocacy, media, and other channels

We will let you know when we begin planning the next Catalog.