



GOING LOCAL

The Buy West Eat Best program is a response to consumer demand for locally produced food and beverages. It is a brand that consumers trust and look for, a rally call they respond to.

Buying local enables consumers to support their local community and economy, while taking advantage of better quality produce that has travelled fewer miles.

For producers, membership of Buy West Eat Best allows you to easily communicate your local provenance to your customers (shoppers, retailers, chefs) while being aligned with a brand that represents integrity, trust, and fresh, local produce. It also provides valuable opportunities to leverage Buy West Eat Best's calendar of advertising, public relations, social media and trade marketing events.

It's a good choice.



74%
unprompted
awareness of the
BWEB brand



78%
trust the Buy West
Eat Best brand



78%
seeing the logo on
products encourages
me to buy them

Painted Dog Research, April 2020

Why join?

Buy West Eat Best as a brand supports West Australian food and beverage industries. Our members receive a number of benefits, including:

- Licence to use the Buy West Eat Best logo for application on packaging, product and promotional material
- Access to point of sale materials such as stickers, shelf talkers, posters, recipe cards and mobiles
- Exclusive marketing opportunities and activations, including but not limited to:
 - Retail promotions such as sampling opportunities and catalogue inclusions
 - Reduced rate for advertising features
 - Promotional support via Buy West Eat Best social media channels, with 25,000+ followers
 - Participation in Buy West Eat Best public relations events and campaigns
 - Industry networking, B2B, B2C opportunities

**May involve co-investment.*

Membership Criteria

To qualify as a Buy West Eat Best producer member, products need to be **fished, farmed or grown in Western Australia** and in the case of processed foods, charactering ingredients must be from Western Australia; and in addition they must be **transformed and/or processed in Western Australia**.

You must comply with the current Australia New Zealand Food Standards Code.

Sign me up!

Join an engaged community of food and beverage businesses who share a passion for producing and selling the best quality local food possible! Simply complete the application form at www.buywesteatbest.org.au

An annual fee of \$316.80 + GST is charged to cover administrative costs.

For more information, contact:

Buy West Eat Best hotline: 1800 132 422
or **email:** feedback@buywesteatbest.wa.gov.au

Buy West Eat Best was formed in 2008 and is administered by the Department of Primary Industries and Regional Development, Western Australia. Members represent growers, producers, retailers, associations, restaurants and food services from across the supply chain. For a full list of members, go to www.buywesteatbest.org.au

BUY WEST EAT BEST GENERAL PRODUCER MEMBERSHIP APPLICATION



Department of
Primary Industries and
Regional Development

Part 1: Contact details

Registered company name: _____

Trading name: _____ ABN/ACN: _____

Postal address: _____

Street address: _____

Website: _____

Social media handles: _____

Contact 1

Contact 2

Name: _____ Name: _____

Position: _____ Position: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Part 2: Company and product details

Only products that meet the Buy West Eat Best criteria are able to use the logo.

Please tick if your products meet the following criteria:

Fresh food and beverages:

The product must be grown, farmed or fished in Western Australia; or

Processed food and beverages:

Characterising ingredients must be grown, farmed or fished in Western Australia; and

The goods must have been transformed and/or processed in Western Australia

Quality Assurance

- Food producers, manufacturers and retailers must comply with the Food Act 2008, its subsidiary legislation and the Australia New Zealand Food Standards Code ensuring the production of safe food.
- Such entities must have a Quality Assurance scheme or quality protocols in place and supporting documentation.
- Definition of 'characterising ingredients' as determined by the Australia New Zealand Food Standard Code.

Evidence such as copies of certification/reports must be provided with the application (e.g. Food Act 2008 registration, Food Safety certificate, HACCP, Freshcare etc.)

Please turn over

Part 3: Product list

Please list the Products that meet the criteria listed in Part 2 which will carry the *Buy West Eat Best* logo. Submit additional pages where required.

Product Name	Product Description	WA Characterising Ingredient(s)*	EAN/barcode	Other Relevant Information

*For processed products:

If you would like to include products or remove products from the list, please notify the Buy West Eat Best team in writing by email feedback@buywesteatbest.wa.gov.au

It is the responsibility of the company to ensure that the product meets all legislated food safety and business requirements.

Part 4: Return completed form

Return completed form with supporting documents via email feedback@buywesteatbest.wa.gov.au or by post:

Department of Primary Industries and Regional Development
Attn: Buy West Eat Best
Locked Bag 4
BENTLEY DELIVERY CENTRE WA 6983

Free Hotline: 1800 132 422 Fax: (08) 9367 7389
Email: feedback@buywesteatbest.wa.gov.au

If your application is successful the Department of Primary Industries and Regional Development will send you a trademark licence agreement to sign, together with a tax invoice for annual membership.



GOING LOCAL

The Buy West Eat Best program is a response to consumer demand for locally produced food and beverages. It has become a brand that consumers trust and look for, a rally call they respond to.

Buy West Eat Best offers membership to individual retail stores and retail groups. This provides alignment with a brand that represents fresh, local products, integrity and trust, and in doing so, supports increased sales. Membership also provides opportunities to leverage Buy West Eat Best's calendar of advertising, public relations, social media and trade marketing events.

It's a good choice.



74% unprompted awareness of the BWEB brand



88% agree it is important for stores to promote Buy West Eat Best



78% trust the BWEB brand and agree the products are of high quality

Painted Dog Research, April 2020

Why join?

Buy West Eat Best as a brand supports West Australian food and beverage industries. Our members receive a number of benefits, including:

- Licence to use the Buy West Eat Best logo for application in-store and in catalogues
- Access to point of sale materials such as shelf talkers, posters and mobiles
- Buy West Eat Best logo can be used on compliant in-store produce, as well as other Buy West Eat Best member qualifying products.
- Exclusive marketing opportunities and activations including but not limited to:
 - Buy West Eat Best support of retail promotions
 - Reduced rate for advertising features
 - Promotional support via Buy West Eat Best social media channels, with 25,000+ followers
 - Participation in Buy West Eat Best public relations events and campaigns
 - Industry networking, B2B, B2C opportunities
 - Access to new producers and products for line range consideration (full Buy West Eat Best product listing circulated to store managers regularly)
 - Branding can also be applied in-store, such as end of checkout, entry and exit points, and floor decals

**May involve co-investment.*

Membership Criteria

To qualify as a Buy West Eat Best retail member, you must have products available for sale which are **fished, farmed or grown and processed in Western Australia** and in the case of processed foods, charactering ingredients must be from Western Australia; and in addition they must be **transformed and/or processed in Western Australia**.

You must comply with the current *Australia New Zealand Standards Code*.

Sign me up!

Join an engaged community of food and beverage businesses who share a passion for producing and selling the best quality local food possible! Simply complete the application form at www.buywesteatbest.org.au

An annual fee of \$309 + GST is charged to cover administrative costs.

For more information, contact:

Buy West Eat Best hotline: 1800 132 422
or **email:** feedback@buywesteatbest.wa.gov.au

Buy West Eat Best was formed in 2008 and is administered by the Department of Primary Industries and Regional Development, Western Australia. Members represent growers, producers, retailers, associations, restaurants and food services from across the supply chain. For a full list of members, go to www.buywesteatbest.org.au

BUY WEST EAT BEST RETAILER MEMBERSHIP APPLICATION



Department of
Primary Industries and
Regional Development

Part 1: Contact details

Registered company name: _____

Trading name: _____ ABN/ACN: _____

Postal address: _____

Street address: _____

Website: _____

Social media handles: _____

Contact 1

Contact 2

Name: _____ Name: _____

Position: _____ Position: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Part 2: Company and product details

Only products that meet the Buy West Eat Best criteria are able to use the logo.

Please tick if your products meet the following criteria:

Fresh food and beverages:

The product must be grown, farmed or fished in Western Australia; or

Processed food and beverages:

Characterising ingredients must be grown, farmed or fished in Western Australia; and

The goods must have been transformed and/or processed in Western Australia

Quality Assurance

- Food producers, manufacturers and retailers must comply with the Food Act 2008, its subsidiary legislation and the Australia New Zealand Food Standards Code ensuring the production of safe food.
- Such entities must have a Quality Assurance scheme or quality protocols in place and supporting documentation.
- Definition of 'characterising ingredients' as determined by the Australia New Zealand Food Standard Code.

Evidence such as copies of certification/reports must be provided with the application (e.g. Food Act 2008 registration, Food Safety certificate, HACCP, Freshcare etc.)

Please turn over

Part 3: Product list

Please list the Products that meet the criteria listed in Part 2 which will carry the *Buy West Eat Best* logo. Submit additional pages where required.

Product Name	Product Description	WA Characterising Ingredient(s)*	EAN/barcode	Other Relevant Information

*For processed products:

If you would like to include products or remove products from the list, please notify the Buy West Eat Best team in writing by email feedback@buywesteatbest.wa.gov.au

It is the responsibility of the company to ensure that the product meets all legislated food safety and business requirements.

Part 4: Return completed form

Return completed form with supporting documents via email feedback@buywesteatbest.wa.gov.au or by post:

Department of Primary Industries and Regional Development
Attn: Buy West Eat Best
Locked Bag 4
BENTLEY DELIVERY CENTRE WA 6983

Free Hotline: 1800 132 422 Fax: (08) 9367 7389

Email: feedback@buywesteatbest.wa.gov.au

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GOING LOCAL

The Buy West Eat Best program is a response to consumer demand for locally produced food and beverages. It is a brand that consumers trust and look for, a rally call they respond to.

Buy West Eat Best offers single membership to industry associations and co-operative organisations. This gives association members opportunities to leverage Buy West Eat Best's annual calendar of advertising, public relations, social media and trade marketing events with engaged stakeholders and fellow members. It also allows the association entity to be aligned with a brand that represents integrity, trust, and fresh, local produce.

It's a good choice.



90% agree Buy West Eat Best is important to the WA economy



78% trust the Buy West Eat Best brand



74% unprompted awareness of the BWEB brand

Painted Dog Research, April 2020

Why join?

Buy West Eat Best as a brand supports West Australian food and beverage industries. Our members receive a number of benefits, including:

- Licence to use the Buy West Eat Best logo for application on packaging, product and promotional material
- Point of sale materials such as stickers, shelf talkers, posters, recipe cards and mobiles
- Exclusive marketing opportunities and activations including but not limited to:
 - Retail promotions such as sampling opportunities and catalogue inclusions
 - Reduced rate for advertising features
 - Promotional support via Buy West Eat Best social media channels, with 25,000+ followers
 - Participation in Buy West Eat Best public relations events and campaigns
 - Industry networking, B2B and B2C opportunities
 - Cross promotional support opportunities

**May involve co-investment.*

Membership Criteria

To qualify as a Buy West Eat Best association member, you must represent and/or directly support the WA food and beverage industry.

Sign me up!

Join an engaged community of food and beverage businesses who share a passion for celebrating and promoting local! Simply complete the application form at www.buywesteatbest.org.au

An annual fee of \$309 + GST is charged to cover administrative costs.

For more information, contact:

Buy West Eat Best hotline: 1800 132 422
or **email:** feedback@buywesteatbest.wa.gov.au

Buy West Eat Best was formed in 2008 and is administered by the Department of Primary Industries and Regional Development, Western Australia. Members represent growers, producers, retailers, associations, restaurants and food services from across the supply chain. For a full list of members, go to www.buywesteatbest.org.au

Please turn over

BUY WEST EAT BEST ASSOCIATION MEMBERSHIP APPLICATION



Department of
Primary Industries and
Regional Development

Part 1: Contact details

Registered company name: _____

Trading name: _____ ABN/ACN: _____

Postal address: _____

Street address: _____

Website: _____

Social media handles: _____

Contact 1

Contact 2

Name: _____ Name: _____

Position: _____ Position: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Part 2: Company and product details

Please tick if your association meets the following criteria:

Association:

Representing companies whose products are grown, farmed or fished in Western Australia and/or

Representing Western Australian food and beverage regions and/or community groups

Part 3: Return completed form

Return completed form with supporting documents via email feedback@buywesteatbest.wa.gov.au or by post:

Department of Primary Industries and Regional Development

Attn: Buy West Eat Best

Locked Bag 4

BENTLEY DELIVERY CENTRE WA 6983

Free Hotline: 1800 132 422 Fax: (08) 9367 7389

Email: feedback@buywesteatbest.wa.gov.au

If your application is successful the Department of Primary Industries and Regional Development will send you a trademark licence agreement to sign, together with a tax invoice for annual membership.



GOING LOCAL

The Buy West Eat Best program is a response to consumer demand for locally produced food and beverages. It is a brand that consumers trust and look for, a rally call they respond to.

Food Service and Hospitality members are celebrated for being champions of WA grown ingredients.

Buy West Eat Best membership enables you to reinforce your commitment to local provenance, while being aligned with a brand that represents integrity, trust and fresh, local produce.

Membership also provides opportunities to leverage Buy West Eat Best's calendar of advertising, public relations, social media and trade marketing events.

It's a good choice.



unprompted awareness of the BWEB brand



of WA consumers agree BWEB products are of a high quality



of WA consumers are passionate about Buy West Eat Best

Painted Dog Research, April 2020

Why join?

Buy West Eat Best as a brand supports West Australian food and beverage industries. Our members receive a number of benefits, including*:

- Licence to use the Buy West Eat Best logo for application on menus, packaging, uniforms and promotional material
- Being part of a statewide program synonymous with passion, quality and integrity
- Certificate of membership and front door sticker pointing to program involvement
- Reduced rate for advertising features
- Leverage industry-wide network of businesses and be involved in dedicated food service and hospitality campaigns and marketing activities driven through Buy West Eat Best
- Take advantage of collective marketing and joint venture opportunities such as advertising, events and more
- Increase your profile by participating in Buy West Eat Best consumer driven promotional activity
- Receive opportunities to meet and visit producers (chef tours)
- Promotional support via Buy West Eat Best's growing online community of 25,000+ followers

**May involve co-investment.*

Membership Criteria

Western Australian businesses that display the Buy West Eat Best logo have to meet certain criteria that ensures quality standards of local content and integrity.

Participating restaurants must commit to ensuring 70% of entrée and main meals on the menu have WA produce as the main characterising ingredient.

You must comply with the current Australia New Zealand Food Standards Code.

Sign me up!

Join an engaged community of food and beverage businesses who share a passion for producing and selling the best quality local food possible! Simply complete the application form at www.buywesteatbest.org.au

An annual fee of \$309 + GST is charged to cover administrative costs.

For more information, contact:

Buy West Eat Best hotline: 1800 132 422
or **email:** feedback@buywesteatbest.wa.gov.au

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Please turn over

BUY WEST EAT BEST FOOD SERVICE & HOSPITALITY MEMBERSHIP APPLICATION



Department of
Primary Industries and
Regional Development

Part 1: Contact details

Registered company name: _____

Trading name: _____ ABN/ACN: _____

Postal address: _____

Street address: _____

Website: _____

Chef: _____

Social media handles: _____

Contact 1

Contact 2

Name: _____ Name: _____

Position: _____ Position: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Part 2: Company and product details

Please tick if your restaurant meets the following criteria:

Restaurant:

70% or more of the dishes on your main and entrée menu must feature the main characterising ingredient as grown, farmed or fished in Western Australia (submit most recent menu with application identifying local supplier/brand)

Food Safety

- Businesses must be compliant with the current Australia New Zealand Food Standards Code, ensuring the production of safe food.
- Such entities should have a food safety supervisor or equivalent appropriately trained in safe food handling practices.
- Evidence such as copies of certification/reports must be provided with the application (e.g. Food Act 2008 registration, Food Safety certificates, inspection report from Local Government etc.)
- Definition of 'characterising ingredients' as determined by the Australia New Zealand Food Standard Code.

It is the responsibility of the company to ensure that the product meets all legislated food safety and business requirements.

Part 3: Return completed form

Return completed form with supporting documents via email feedback@buywesteatbest.wa.gov.au or by post:

Department of Primary Industries and Regional Development

Attn: Buy West Eat Best

Locked Bag 4

BENTLEY DELIVERY CENTRE WA 6983

Free Hotline: 1800 132 422 Fax: (08) 9367 7389

Email: feedback@buywesteatbest.wa.gov.au

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