



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

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.