

MATERIALS MATRIX

SLOW FOOD MARKETPLACE & CAFÉ CHAIN

12 POINTS



FARMSTEAD FRESH CAFÉ 2.5 POINTS

- Exterior signage **1**
- Compost area signage **1**
- Menu board **1**
- Packaging: **7**
 - Takeout bag
 - Takeout container
 - Cups, straws, napkins, placemats, and chopstick sleeves
- Take out menu and in-store menu **2**
- Uniform (*shirt and apron*) **2**



FARMSTEAD FRESH MARKETPLACE 1.5 POINTS

- Produce display signage and food stories: **2**
 - 3 displays with food stories
- This weeks harvest produce list **1**
- Monthly or seasonal theme-based entryway art installations: **2**
 - Food Art: Spring and Fall produce season themed visual merchandising and art installations



50MILESFRESH.COM MOBILE-READY WEBSITE 5 POINTS

- Minimum of 8 2nd-level webpages with links to 3rd-level webpages or PDFs
- What's in season **1**
(*Produce lists by month or season*)
- How-to **1**
(*identify local produce; select fruits, veg and proteins; clean and prepare produce; grow and harvest your own produce*)
- Recipes **1**
- Eat Local (*Labeling system usage guide*) **1**
- Where to Buy / Where to Eat **3**
(*Searchable databases*):
 - Farmers' markets
(*by locations, hours, and vendors*)
 - Slow Food restaurants
(*by location, hours, type, and menu*)
 - Butcheries/Farms/Food Artisans
(*by location, hours, and type*)



EAT LOCAL LABELING SYSTEM 3 POINTS

- Icons: **3**
 - Distance from origin
 - Organic
 - Non-GMO
- Food label design on single produce and on protein packaging **1**
- Examples in-use: **1**
 - 3 food label examples on single fruits and vegetables
 - 3 food label examples on signage
 - 3 food label examples on fresh and prepared packaged foods