

MAKE THE MOST OF CNG

~A CHECKLIST~

- Complete your profile and be featured on Certified Naturally Grown's homepage**
Take advantage of this free publicity. To be eligible you'll need to add pictures and text to your farm's online profile. [Log-in here](#) to get started. For detailed instructions [click here](#).
- Let your customers know that you are CNG**
Mention it in your newsletter, use handouts or signs, etc. Be ready to explain what it means to be Certified Naturally Grown. [Click here](#) for tips to help you talk about CNG.
- Use Certified Naturally Grown marketing materials: produce stickers, signs, or informational cards**
To purchase these visit the [online store](#) or click here to download a paper [order form](#).
- Post the CNG logo on your website or blog**
[Click here](#) to download a color image of the logo.
- Talk about being Certified Naturally Grown on Facebook and Twitter**
- Make sure your farm is listed in your region's local food guide, and indicate that it's CNG**
Ask the publisher to include information about CNG and an image of our logo to use in the guide. Refer them to our [Food Guide page](#) for examples of guides that are already doing this.
- Get featured in your local or regional newspaper**
Local papers are always looking for content and readers love to hear about farms. [Click here](#) to see some examples and our template that you can use as a starting point. You can then tailor it to your farm and your community. Send them the article you'd like to see printed.
- Talk to your local produce retailer about Certified Naturally Grown**
Ask them to market your produce as Certified Naturally Grown. [Click here](#) for tips for talking about CNG and [click here](#) for a list of retailers that highlight their vendor farm's Certified Naturally Grown status.
- Suggest that your farmers market require a kind of certification**
Several markets have taken this step to better serve their customers seeking food that is both local and grown sustainably. For a list of farmers markets who do, [click here](#).
- Use the map on our website to connect with other CNG farmers or beekeepers in your area**
Relationships with other CNG members are useful in arranging inspections, and can be a great source of knowledge and camaraderie. [Click here](#) for the map. Get tips on developing your local farmers network [here](#).