

Get Listed in the Guide to Exceptional Markets (GEMs)

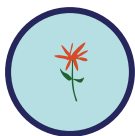


Earn a GEMs listing, or upgrade your GEMs listing to a higher tier, by meeting the qualifications. Markets that qualify are entitled to marketing benefits. These benefits and the steps to qualify for each tier are outlined below.

The following entities will be considered for GEMs listing:

- Farmers markets - on site and online
- Independent grocers
- Cooperatives
- Multi-farm CSAs

GEMs is a project of **Certified Naturally Grown (CNG)**, which offers peer-review certification to farmers and beekeepers who produce food for their local communities without the use of synthetic chemicals or GMOs.



Tier One: Recognize

These markets **clearly indicate which vendors or products are CNG-certified** in either:

- vendor listings,
- market map, and/or
- on site at grocers, with info card nearby

Recommended

- Define Certified Naturally Grown on market's website (see text above)
- Ask prospective vendors whether their farm is Certified Naturally Grown on application form.

Benefits

- Social media promotion by CNG, with support from our member farmers
- Free laminated sign promoting your GEMs status
- Permission to use Exceptional Market Badge for your tier



Tier Two: Prefer

These markets have a **clearly stated and publicly visible policy** that the market or co-op **prefers** farms with certification, and CNG is one of the options, when selecting vendors.

This is typically stated in these locations:

- “About the Market” website page
- Vendor guidelines
- Vendor application

Recommended

Include a question like the following in the vendor application:

“We place priority on vendors who hold at least one of the following certifications: Certified Naturally Grown, certified organic or humane certified. Please indicate if you hold a certification, and provide a copy of your most recent certificate with your application.”

Benefits

- All tier 1 benefits
- Free banner design
- Free press release
- Free temporary tattoos of Exceptional Market badge
- Priority Assistance involving community stakeholders in CNG farm inspections



Tier Three: Require

These markets have a **clearly stated and visible policy** that the market or co-op **requires vendors hold a certification**, and CNG is one of the options. This could be stated in these locations:

- “About the Market” website page
- Vendor guidelines
- Vendor application

Recommended

Include a question in vendor application about certification status, and indicate that the market requires vendors to hold a certification, and CNG is one of the options. For example:

“All vendors must hold at least one of the following certifications: Certified Naturally Grown, certified organic, humane certified, Please indicate which certification you hold, and provide a copy of your most recent certificate with your application.”

Benefits

- All tier 1 & 2 benefits
- Dedicated CNG blog post about your market
- Other collaborations we can think up together!

Get in touch to find out if and how your market could qualify!
Contact abbe@naturallygrown.org or call **845 687 2058**.

See all Exceptional Markets listed at CNGfarming.org/GEMs