



**GENUINELY SOUTHERN FORESTS
BRAND CODE OF PRACTICE**



POLICY

1. The Genuinely Southern Forests brand can only be used by parties authorised by the SFFC.
2. Only members or approved partners of the SFFC are eligible to apply for use of the Genuinely Southern Forests brand.
3. The Genuinely Southern Forests brand can only be associated with produce that is grown, produced, or processed in the Southern Forests and Blackwood Valley regions (the major towns being Manjimup, Pemberton, Northcliffe, Walpole, Bridgetown, Greenbushes, and Nannup).
4. The Genuinely Southern Forests brand cannot be directly associated with produce that is grown outside of the Southern Forests and Blackwood Valley regions.
5. To apply for use of the Genuinely Southern Forests brand applicants must meet all criteria within at least one of the Applicant Categories detailed in this policy and submit a completed Genuinely Southern Forests Brand Application Form.
6. Wherever applicable, the applicant must comply with the Australia New Zealand Food Standards Code (labelling, food additives, food safety practices and equipment, primary production and processing standards, wine production requirements etc).
7. The SFFC must approve the final design proofs of any Genuinely Southern Forests brand used on labels, packaging, promotional materials, menus, websites, signage and any other visual resources prior to printing or distribution. Any changes to the way in which you apply the brand following initial approval must be resubmitted to the SFFC for consideration and approval.
8. The SFFC reserves the right to rescind Genuinely Southern Forests brand use permission at any time if any part of the Genuinely Southern Forests Brand Use Policy or Genuinely Southern Forests Brand Use Guidelines are deemed to have been abused or ignored, or the Genuinely Southern Forests brand itself is deemed to have been misused.
9. Applicants have the right of appeal to the SFFC Committee of Management regarding Genuinely Southern Forests brand use or the rescinding of the Genuinely Southern Forests brand. The decision of the SFFC Committee of Management is final.

Disclaimer

The SFFC accepts no liability in regards to legislative compliance, product quality or food safety of any Genuinely Southern Forests branded products. The producer accepts full responsibility and liability for their product.

SOUTHERN FORESTS FOOD COUNCIL INC. ABN 19 882 662 408

6a Brockman Street, Manjimup Western Australia 6258

t: +61 8 9772 4180 w: www.southernforestsfood.com



APPLICANT CATEGORIES

To be eligible to apply for the Genuinely Southern Forests brand use applicants must meet all criteria within at least one of the following Applicant Categories and complete the enclosed Genuinely Southern Forests Brand Application Form.

1. Primary Products

- a. The primary product is grown or raised in the Southern Forests and Blackwood Valley regions (major towns including Manjimup, Pemberton, Northcliffe, Walpole, Bridgetown, Greenbushes, and Nannup).
- b. The products are of a standard considered acceptable within the applicable industry. Where there is no current industry standard the SFFC reserves the right to qualify and assess compliance to an acceptable standard on a case-by-case basis.

2. Value-Added Products

- a. The primary ingredients of the product must be Southern Forests or Blackwood Valley grown, raised or sourced (major towns include Manjimup, Pemberton, Northcliffe, Walpole, Bridgetown, Greenbushes and Nannup).

OR

- b. The business must be located within the Southern Forests or Blackwood Valley regions (major towns include Manjimup, Pemberton, Northcliffe, Walpole, Bridgetown, Greenbushes and Nannup), with majority (60%) of the processing undertaken within the region, and the business must be contributing to the local economy e.g. through local jobs.
- c. Product labels must include Product of Australia requirements and a 'best-before' date.

3. Local Food Markets

- a. The majority of primary products and value-added products on display throughout the market are eligible to use the Genuinely Southern Forests brand.

4. Retailers

- a. The retailer is able to demonstrate a commitment to sourcing Genuinely Southern Forests products.
- b. The retailer is willing to commit to the Genuinely Southern Forests Retailer Brand Use Policy and Retailer Brand Use Guidelines.

5. Cafés/Restaurants/Bars

- a. The café/restaurant/bar is able to demonstrate a commitment to sourcing Genuinely Southern Forests products.
- b. The café/restaurant/bar is willing to include the Genuinely Southern Forests brand on menus (includes online) and a statement to the following effect, "[Business Name] proudly supports Southern Forests and Blackwood Valley producers by sourcing seasonal local produce".

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- c. The café/restaurant/bar is willing to acknowledge and provide details of Genuinely Southern Forests products on menus (includes online).

6. Events

- a. The event aligns with the marketing objectives of the SFFC, which are to:
 - Achieve consumer recognition of the Southern Forests region as a producer of quality food and beverages.
 - Achieve consumer recognition of the Southern Forests region as a desirable culinary tourism and agritourism destination.
- b. The event organiser is willing to acknowledge the SFFC's support during promotional and publicity activities and ensure the Genuinely Southern Forests brand appears on all materials related to the event such as promotional materials, menus, tickets and so on.
- c. The event organiser has submitted a SFFC Event Marketing Opportunity Application Form and, if approved, will comply with all Terms and Conditions documented in the Form (contact SFFC for a copy). Event organisers are not required to complete the Genuinely Southern Forests Brand Application Form enclosed.

7. Supporters

- a. For all those that do not fit into any of the above categories we have created a supporters category.

FURTHER INFORMATION

For clarification on any component of the Genuinely Southern Forests Brand Use Policy or Guidelines please do not hesitate to contact our office on the details below.



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REVIEW OF POLICY AND GUIDELINES

This Brand Code of Practice will be continually reviewed and refined and your feedback is welcome.

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GENUINELY SOUTHERN FORESTS BRAND APPLICATION FORM

Before completing this application, you must read the Genuinely Southern Forests Brand Code of Practice (Brand Use Policy and Guidelines). The Brand Code of Practice sets out the standards and criteria by which you must abide in order to be granted approval to use the Genuinely Southern Forests brand mark.

Please read the Code of Practice carefully, fill out the following form and post to PO Box 1258, Manjimup WA 6258, or alternatively scan and email to marketing@southernforestsfood.com

Name: _____

Business Name: _____

Postal and Business Address: _____

Email: _____

Telephone: _____

Applicant Category: (Please tick as many as apply)

- | | |
|--------------------------------------------|----------------------------------------------|
| <input type="radio"/> Primary Products | <input type="radio"/> Retailers |
| <input type="radio"/> Value-Added Products | <input type="radio"/> Cafés/Restaurants/Bars |
| <input type="radio"/> Food Markets | <input type="radio"/> Supporters |

About your business:

Please describe the size, scope and nature of your operation.

About your products:

Please list the Genuinely Southern Forests products grown, raised, sold, processed or prepared through your business.

About your industry:

Are your products and activities covered by industry standards e.g. produce grading, quality assurance and so on?

Yes No

If yes, please list the applicable industry standards:

Are you a member of a business or industry association?

Yes No

If yes, please provide the name of the association(s):

About sourcing and supplying products:

Please describe the supply chain with regard to your Genuinely Southern Forests products. Do you supply particular markets or agents? Do you source your products from particular markets or agents?

Where would you like to consider using the Genuinely Southern Forests brand? (Please tick as many as apply)

- | | |
|------------------------------------------|----------------------------------------------|
| <input type="radio"/> Co-Branding | <input type="radio"/> Radio advertising |
| <input type="radio"/> Brochures / Flyers | <input type="radio"/> Social Media |
| <input type="radio"/> Menus | <input type="radio"/> Signage |
| <input type="radio"/> Newsletters | <input type="radio"/> Television advertising |
| <input type="radio"/> Packaging | <input type="radio"/> Website |
| <input type="radio"/> Print Advertising | <input type="radio"/> Other (please specify) |
| <input type="radio"/> Posters | |

About your social networking opportunities:

Please provide the names or locations of any accounts held within the following online channels (where applicable):

Website: _____

Facebook: _____

Instagram: _____

Other: _____

If given approval by the Southern Forests Food Council to use the Genuinely Southern Forests brand, I agree to use the brand in accordance with the terms and conditions laid out in the Genuinely Southern Forests Brand Code of Practice (Policy and Guidelines).

Signature of Applicant: _____ Date: _____