

Alberni-Clayoquot Regional District

Brand Use Agreement, Agricultural Branding

The Alberni-Clayoquot Regional District (ACRD) is working to support and enhance a thriving agricultural industry. We have developed a brand to showcase the many agricultural products which are produced in our communities.

The brand is available free of charge to farms, businesses, and organizations in the region, and we ask that you agree and comply with the following rules of use:

1. The brand may only be used on agricultural products that are grown or manufactured in the Alberni-Clayoquot Regional District or when promoting the ACRD's agricultural industry as a whole.
2. The brand may not be altered in any way including shape, color, size or wording.
3. If the brand is to be used on a manufactured product, at least 50% of the ingredients must originate in the Alberni-Clayoquot Regional District.
4. If the brand's intended use is to promote the local ingredients in prepared meals, at least 50% of the ingredients must originate in the Alberni-Clayoquot Regional District.
5. The brand may only be displayed by events if the event fulfills at least one of the following requirements:
 - A) You are a community run event that is providing a meal that was sourced from 50% or more local ingredients.
 - B) You are an event such as a market or show that has 50% of its vendors selling locally produced agricultural products.

The brand cannot be used for any other product or purpose without the consent of the Alberni-Clayoquot Regional District.

