



Retailer Participation Agreement

(Retail Organization)

is proud to support the NMDA's NEW MEXICO-Taste the Tradition® program. When promoting food and agriculture products, we will strive in cooperation with our suppliers to utilize the NEW MEXICO-Taste the Tradition® and/or NEW MEXICO-Grown with Tradition® logos.

We agree to use the program logo as prescribed in the *Logo Use Guidelines*, a copy of which is attached. We will submit a written request to the NMDA and receive written permission to use the logo in a form or manner other than the way prescribed in the *Logo Use Guidelines*.

We agree to use the NEW MEXICO-Taste the Tradition® and/or NEW MEXICO-Grown with Tradition® logos only to promote food and agriculture products that are grown, raised, or processed in New Mexico.

We will use the program logo only to promote New Mexico agriculture in a positive manner.

By (Authorized Signature)

Date

Name and Title of Person Signing (Please Print)

Name of Organization (Please Print)