



mpproduce.com.au

TRADE MARK APPLICATION BOOKLET

PRODUCE



MORNINGTON PENINSULA PRODUCE
A partnership between FIAB and Mornington Peninsula Shire



What is Mornington Peninsula Produce?

- MPP is a registered trademark, managed by the Mornington Peninsula Shire for produce grown on the Mornington Peninsula.

Why is a Mornington Peninsula Produce trademark needed?

- To allow consumers to readily identify produce grown within the local area
- To support regional food and agricultural producers
- To establish a scheme whereby more is known about the Peninsula's food production.

Who is eligible to register for Mornington Peninsula Produce?

- Anyone who grows produce within the Shire boundaries of the Mornington Peninsula as set out by the Victoria Electoral Commission.

What are the benefits of using the Mornington Peninsula Produce trademark?

- Access to a credible accreditation scheme to ensure authentic provenance
- Marketing and branding support for businesses
- Allocated website with directory of producers
- Awareness of local food campaigns across the Mornington Peninsula
- Industry business networking, development and event opportunities
- Designated business web page
- Media, photo and promotional opportunities.

How do I register for to use the Mornington Peninsula Produce trademark?

- Submit a completed application form and pay the applicable fees.

What types of produce does the Mornington Peninsula Produce trademark cover?

- For a full list please refer to the list provided within the application pack
- Each type of eligible produce must be listed as part of the application process.

What happens once I submit my application?

- You will be contacted, confirming receipt of your application
- The assessment team at the Shire will assess your application
- If successful an invoice / statutory declaration will be mailed to you
- Once a completed Statutory Declaration is received by the Shire, along with your payment, you will be issued with a certificate licensing you to use the MPP trademark
- Along with your certificate you will receive your MPP trademark style-guide, logo files, signage and your business profile will be added to the MPP website.

What happens if my application is not successful?

- You will be contacted and the reasons for rejection will be outlined.

Can I reapply if my initial application was rejected?

- Yes, provided the previous rejection issues have been rectified.

Do I need to re-apply each year?

- No, but you will be required to pay a yearly subscription
- The fee will be prorated to the start of the financial year.

What is the Mornington Peninsula Produce website?

- The website contains a directory of members and their registered products
- The website can be searched by name, product type and producer number
- The MPP trademark website provides the food service industry with a guide to seasonally available produce to enhance menu development
- The MPP trademark website provides a snapshot of existing food production allowing for new opportunities to be readily identified by existing and future new producers
- The MPP trademark website will allow producers to 'find each other' – business to business communication.

Application information:


The information provided on the application form is used to ascertain eligibility and to create a grower profile for use on the website. Information provided will not be used by the Shire for any other purpose.

Information used on the website will be approved by the applicant prior to its publishing.

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MORNINGTON PENINSULA PRODUCE

Application Form – Grown



Mornington Peninsula Produce procedure:

This form is to be used for an application to use the Mornington Peninsula Produce (MPP) Certified Trade Mark. It is recommended that the application guide be used to complete this form.

The basic requirement for use of the MPP trademark is that your particular type of produce is grown within the Mornington Peninsula Shire boundaries and has NOT undergone any major transformation. Please refer to the application guide for the general rules of use.

Your application will be reviewed by Shire officers and in most cases an offer of membership to the trade mark users group will be made. In some cases, further information or a property visit may be needed to complete your application (you will be advised if this is required).

Once successful you will receive an invoice for membership fees and a Statutory Declaration. Once a completed Statutory Declaration is received by the Shire along with your payment you will be issued with a certificate licensing you to use the MPP trademark.

Each member will be allocated a 3-digit registration number (MPP number). This number is used not only for administrative purposes, but can also be used on the trademark to create a direct link to your produce (see MPP trade mark style guide).

As part of your membership, you will be listed in the producer directory within MPP website. This directory provides the public with a searchable directory of all the produce and producers registered under the MPP trademark. A basic page will be prepared on your behalf to which you can add further details. Your approval of the page will be sought prior to it being listed in the directory.

The MPP logo is a registered Certification Trade Mark approved by the ACCC. Registered Users of the logo guarantee the provenance of their produce from the Mornington Peninsula.

Please fill out the details below:

Property Name:

Property Address:

Postal Address:

Contact Person:

Mobile Number:

Email Address:

Website:

Social Media (site addresses):

Property Size:

Trading Name:

PropNum (Office use only)

ABN:

Preferred contact method: Phone Email

Where is your produce sold?

- Farmgate (yes / no) *Circle to indicate your choice.*

- Farmers Markets (yes / no) *If yes, please list:*

- Local retailers or distribution points(NA / please list)

- Online sales (yes / no) *If yes, please provide web address:*

- Wholesale markets (yes / no) *If yes, please provide details:*

Do you operate more than one farm? (yes / no)

If YES a separate form for each address must be filled out if multiple properties/addresses are utilised for production.
Please see back of page for more details >>

- How would you like us to contact you?
- Write in page margins if more space required
- Which stores do you sell your produce through?
- Do you sell from your own website or a 3rd party website?
- Wholesale as opposed to local market sales?
- Do you grow your produce at more than one site?

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Your Website Profile:

We will use the information provided on your application to construct your profile on the MPP website.

Applicants are encouraged to also supply images (larger than 300kb), logo and a brief description of their business to further enhance their online profile.

These elements can be emailed to: contact@worthydesign.com.au

Privacy policy:

The Shire will only use personal information internally, or disclose it externally, for the purpose for which it was collected or in accordance with the Information Privacy Act 2000 eg. where the individual has consented or it is reasonably expected to occur.



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Please fill out the details below:

Property Name:

Property Address:

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Postal Address:

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Contact Person:

Mobile Number:

Email Address:

Website:

Social Media (site addresses):

Property Size:

Trading Name:

PropNum (Office use only)

ABN:

Preferred contact method: Phone Email

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