**Back Inside Cover - Criteria Page:**

**1. Is the business privately owned (not publicly traded) or operating as a cooperative?**

*Intent:* Privately held businesses have greater control over decision making and can choose to contribute to the local economy by hiring local staff, sourcing locally, and making other important business decisions. Publicly held businesses have diffuse non-local owners and therefore less independent decision making. Locally based cooperatives qualify because the members are also the owners of the cooperative, if they follow established cooperative principles, and therefore have independent and local decision-making power.

**2. Is the business located in La Plata County, Colorado?**

*Intent:* Local First serves local and independent businesses within La Plata County, Colorado.

**FOR AGRICULTURAL PRODUCERS**

**2. Are you located in La Plata, Montezuma, Dolores, San Juan (Colorado), or Archuleta counties?**

*Intent:* Local First serves local and independent agricultural producers located in La Plata or surrounding counties as a way to support our greater agricultural foodshed that serves our community.

**3. Do you produce 100% of what you sell, and/or a minimum of 70% of your value-added product?**

*Intent:* Local First serves businesses that produce 100% of their agricultural product and a minimum of 70% of their value-added products. For example, if you sell pickles, 100% of your cucumbers would be grown locally, but 30% of your value-added products (dill, vinegar, etc.) could be sourced from outside the region.

**3. Do the majority (greater than 50%) of the owners or directors who have a controlling interest live in La Plata, Montezuma, Dolores, San Juan (Colorado), and/or Archuleta counties the majority of the year (greater than 50% of the time)?**

*Intent:* This question relates to whether or not the business owners or controlling board of directors who have responsibility for that financing reside in La Plata or its neighboring counties. The intent is to support business owners who are actively involved in our community.

**4. Is this business registered solely in the state of Colorado and independent of any corporate or national headquarters outside La Plata County?**

*Intent:* Local First serves businesses that have the autonomy to transform any and all aspects of their businesses to support local communities.

**5. Does the business have full autonomy to make independent decisions including purchasing, operations, and distribution, as well as the name and look of the business?**

*Intent:* At Local First, independence is an equal criteria to being locally owned. Full autonomy ensures that your business has the ability to choose the most local option when considering purchasing, operations, distribution, and other important decisions in order to strengthen our community through your business decisions.

**6. Does the business pay all its own marketing, rent, and other business expenses (without assistance from, or payment to, a corporate headquarters)?**

*Intent*: One of the advantages of locally owned, independent businesses is that they are unique and contribute to our region’s unique character. Businesses that are franchises, branch offices, or part of national marketing cooperatives that have costs paid for, or that pay fees outside our community, have significant advantages over those that are independent and locally owned. Local First’s mission is to support businesses that are independent of any larger franchise or corporate organization.