

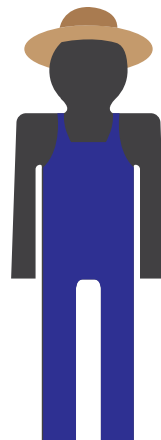


next...

After you checkout, the cashier or self-checkout machine, will ask you to scan your AUG card which is a personal bar-code that sends your buying information to your account online. Your rewards card can be physical if you do not have a "Smart" mobile device. If you have a smart mobile device, you can scan digitally or through a "Check-in". You can use your online AUG account to track your buying habits and see how your new knowledge of products has benefitted the environment. You can also use the website to connect with local producers.

What are the benefits of this program?

The Local Farmer



The farmer will not only increase his sales, but also generate a new awareness about himself, and his farm. Another plus is the repeat customers and personal customer relationships he or she will acquire from being a part of the program.

Farmers will give their farm's address for geo-marking purposes, and list basic information about their farming methods and other facts. All information given to the program is available for the end user to absorb through the smart device interface.

The Grocer



It only makes sense that local grocery stores want to help local farmers. Along with being known as a "local farm friendly retailer" grocers who sign up will be able to sell more produce faster, once the customers understand the advantages of buying local.

The system runs off of a bar-code directory which would need to be introduced. Then the grocer would apply a smart phone friendly bar-code sticker on the front of each local farmer's produce.

The End User



With this free service, the end user will get different, customizable information including local farm info, distance food has traveled, nutrition values, rewards, and price history. The real benefit is that the user will begin to know exactly where his food is coming from and who is growing it.

Being a part of this service is easy (and free). Simply download the application and visit a local grocery store. Once there, look for the bar-codes on the produce containers and scan them with the app.