

THE WESTON A. PRICE FOUNDATION®

for **Wise Traditions** in Food, Farming and the Healing Arts

Handbook for Volunteer Chapter Leaders



Education • Research • Activism

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CONTENTS

Introduction	3
What We Stand For	4
Standards for Chapter Leaders	7
Basic Chapter Requirements	10
Farm Visit Checklist	16
Optional Chapter Activities	18
Format for Action Alerts	28
Sample Action Alert	29
Local Conferences and Fairs	32
A Full-Day or Weekend Seminar or Conference	39
Resources for Chapter Leaders	42
Financing Chapter Activities	44
Summary of Major Points	45
Notes	46

INTRODUCTION

The Weston A. Price Foundation (WAPF) system of local chapters has served as a successful model for our educational and activist activities. Our volunteer local chapter leaders have helped thousands of people by providing basic information about the principles of healthy diets, publicizing WAPF-friendly events, helping consumers find the kinds of healthy foods we recommend, supporting local grass-based farms and even lobbying on the local and state levels for policies and legislation more supportive of raw milk and direct farm-to-consumer sales.

The purpose of this handbook is to provide guidelines that support chapter activities but which are not overly restrictive. Our chapter leaders come from a wide range of ethnic, cultural, religious and economic backgrounds. They have different styles of management and varying energy levels. Thus, each chapter will operate somewhat differently from the others. However, the guidelines contained in this handbook will help maintain the integrity of our message and the good name of the Weston A. Price Foundation.

The wonderful folks at the Weston A. Price Foundation office are always there to answer your questions. However, before you contact us with a question or suggestion. . .

PLEASE READ THIS HANDBOOK CAREFULLY!

You will probably find your questions answered herein.

Most importantly, I would like to thank all the Weston A. Price Foundation volunteer chapter leaders for the role they have played in helping people live healthier, happier lives. Your efforts and enthusiasm have created a powerful force for change against widespread, agenda-driven misinformation about diet and health. This accomplishment has occurred because you have answered Dr. Weston Price's dying request: "You teach! You teach! You teach!"

Sally Fallon Morell, President
The Weston A. Price Foundation
November, 2011

WHAT WE STAND FOR

As you begin your chapter activities (or continue them), it is a good idea to review our educational materials, especially our Principles of Healthy Diets booklet—which you might consider reading once a year as a refresher. The information in this booklet is obviously not exhaustive—it does not address all the myriad healing methods and scientific discoveries about diet and health—but it does formulate the basic dietary principles that have kept the human race healthy for thousands of years.

Likewise, we encourage you to *thoroughly read each quarterly journal* in order to keep abreast of the information we have to share.

DR. PRICE’S THREE BASIC PRINCIPLES.

Dr. Weston A. Price was able to formulate three basic dietary principles as a result of his pioneering investigations of healthy, nonindustrialized peoples. They are as follows:

1. The diets did not contain any processed or devitalized food. There were no refined or artificial sweeteners, white flour products, processed vegetable oils, *trans* fats, pasteurized or homogenized milk, lowfat foods, canned foods, microwaved foods, irradiated foods, industrial additives, pesticides, herbicides or synthetic vitamins in healthy traditional diets.
2. All healthy traditional diets contained animal foods of some kind; none of the healthy peoples Dr. Price studied followed a vegan diet.
3. The diets were nutrient-dense, containing very high levels of vitamins and minerals. His most surprising finding was the fact that primitive diets contained extremely high levels of three fat-soluble vitamins—vitamins A, D and a third fat-soluble vitamin he labeled “Activator X,” now believed to be vitamin K₂. Foods containing these vitamins include oily fish, fish heads and fish organs, fish eggs, fish liver oils (such as cod liver oil), shell fish, insects, and butter, egg yolks, organ meats and fats from animals raised in the sunlight and eating green grass. (Vitamin K₂ is also found in some fermented foods, such as natto and sauerkraut.) Traditional peoples considered these types of foods as sacred, recognizing them as vital to good health, actively sought after and deliberately consumed.

While your chapter activities may encompass many subjects pertaining to diet, farming practices and healing methods, it is important that your teaching efforts acknowledge and support these three basic principles. We strongly recommend that you read (or re-read) the articles on vitamins A, D and Activator X published in past journals and now posted at www.westonaprice.org, *as the importance of these nutrients constitutes the crux of our teachings*.

OUR EMPHASIS ON HEALTHY CHILDREN

Whereas modern health officials aim at providing “minimum daily requirements” of vitamins and minerals, traditional peoples made great efforts to *maximize* the nutrient content of their diets, with particular emphasis on maximizing nutrients for pregnant and lactating women, infants and children. The sacred, nutrient-dense foods mentioned above were deliberately included in the diets of men and women before

conception, of women during pregnancy and lactation, and of babies and children during their growing years, to ensure optimum development of the facial bones; the skeleton, teeth, muscles and tendons; the glands, organs and brain; and the reproductive system, so that good health could be passed along to the next generation.

In addition, many cultures practiced the spacing of children in order to allow mothers to recover their nutritional stores before having another child. In many cultures, it was considered shameful to have a child more than once every three years.

For this reason, the Weston A. Price Foundation puts particular emphasis on teaching the principles of good nutrition to women of childbearing age and to parents of babies and children, in order to ensure normal reproduction, successful breastfeeding, optimal infant development and freedom from health problems in growing children. Besides the articles on these topics on our site, we also support a project called *Nourishing Our Children*.

ADDITIONAL PRINCIPLES OF HEALTHY DIETS

Subsequent to the work of Dr. Price, we have been able to formulate additional principles of healthy diets, based on descriptions of explorers, anthropologists and traditional peoples themselves. These include:

- Consumption of some animal foods in a raw state, including raw milk, raw cheese, raw meat, raw shellfish and raw fish.
- Careful preparation of seeds, grains, nuts and legumes to minimize anti-nutrients that naturally occur in these foods and to make these foods more digestible. These methods include soaking, sprouting, fermenting and sour leavening.
- Preparation by cooking of many difficult-to-digest foods, especially grains, legumes, tubers and high-fiber vegetables.
- Use of lacto-fermented foods and beverages to provide enzymes and healthy bacteria.
- Use of bones, usually as gelatin-rich bone broths, in soups, stews, sauces and gravies.
- Use of salt in all traditional diets.

FATS AND OILS IN TRADITIONAL DIETS

Traditional peoples were not afraid of animal fats, nor of saturated plant fats such as coconut oil and palm oil; and they did not have access to modern processed vegetable oils—neither the liquid oils used in cooking and for dressings, nor the oils hardened by partial hydrogenation (the *trans* fatty acids), used in most processed foods and commercial fried foods.

The Weston A. Price Foundation encourages the consumption of saturated fats, especially the fats of animals raised outdoors on pasture; and the Foundation strongly discourages the consumption of modern vegetable oils. This advice squarely contradicts the current government and medical recommendations. Hence, an important facet of our work is providing the scientific justification for animal fat consumption. The Foundation puts considerable emphasis on describing research showing that saturated fats are beneficial, not harmful, and studies showing that modern processed vegetable oils are extremely injurious to

health.

SCIENTIFIC VALIDATION

The Weston A. Price Foundation includes in its mission statement “the scientific validation of traditional foodways.” Whereas traditional peoples knew instinctively what to eat to be healthy, and how to prepare these foods for maximum assimilation, modern people must rely on science to explain and support their dietary choices and food preparation techniques.

Thus, we put great emphasis on the many scientific discoveries about nutrition and health that have emerged over the last century, and we take care to provide references in our journal articles and printed materials.

RELATED AREAS OF INTEREST

In addition to teaching the public the basic principles of healthy diets, the Foundation has explored many related areas of interest. These include, but are not limited to:

- Traditional cooking and food preparation
- Scientific discoveries that validate traditional foodways
- Soil fertility
- Pasture-based farming
- Local foods
- Pure water
- Health benefits and safety of raw milk
- Dangers of modern soy foods
- Nutritional therapies for mental illness, behavioral problems and addictions
- Avoidance of toxins and heavy metals
- Dangers of genetically engineered foods
- Dangers of electronic, microwave and nuclear radiation
- Vaccination dangers
- Fluoridation dangers
- Natural family planning
- Traditional healing modalities such as homeopathy, herbal remedies, acupuncture, ayurvedic medicine, detoxification and folk remedies
- The Farm-to-Consumer Legal Defense Fund
and other support organizations for local farmers

EMPHASIZE THE POSITIVE!

It is our practice at the Weston A. Price Foundation to provide a solution whenever we describe a problem. Likewise, rather than put too much stress on what people shouldn't eat, we like to emphasize what they *can* eat. Nutrition experts often preach against fats, grains, dairy foods, salt, sweet foods, sauces, etc. but for most people, all of these types of foods can be included in the diet when they are properly chosen and prepared.

We ask that chapter leaders join us in promoting this positive attitude. For most people, a healthy diet does not require privation; it can be satisfying and delicious as well as nutritious. Likewise, many of the seemingly insurmountable problems that we see today, such as low availability of healthy foods, environmental pollution and the disappearance of small farms, can be reversed with education and coordinated efforts. We have already seen a renaissance of pasture-based farming thanks to increased consumer demand for healthy animal foods. To quote Margaret Mead: “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.”

STANDARDS FOR CHAPTER LEADERS

RESPECT FOR OTHER CHAPTER LEADERS

As we stated earlier, our chapter leaders come from a wide range of ethnic, cultural, religious and economic backgrounds. They have different styles of management and varying energy levels. We ask that all chapter leaders make the utmost effort to be respectful of the work that other chapter leaders are doing.

If you feel that a chapter leader is engaging in unethical activity that we should know about, please contact the WAPF office directly, and of course, it is fine to politely disagree with someone, but under no circumstances should a chapter leader be disparaged or slandered.

Chapter leaders who engage in personal attacks on others, whether members, chapter leaders, local farmers and food producers, or anyone else, will be dropped. There will be no exceptions.

VOLUNTEER POSITION

The position of chapter leader is a volunteer position. You should not be paid for your work as chapter leader, nor attempt to be paid.

CHAPTER LEADER BUSINESSES

Many chapter leaders have businesses in the health field, or even develop businesses as a result of their chapter activities. They may be farmers, food providers, health professionals, life-style consultants or manufacturers of natural foods; or, they may sell natural foods or health products, run co-ops or health food stores, organize food distribution groups or otherwise engage in activities related to diet and health.

It is fine for people engaged in these activities to be chapter leaders; however we ask that you make every effort to ensure that your chapter activities are not used to promote your own business. For example, it would not be proper to use your Food Resource List to advertise a particular vitamin or health product that you sell. If your chapter publishes a newsletter or puts on seminars or conferences, then your business may purchase advertising and exhibit space as long as advertising and exhibit space are offered to other appropriate businesses on the same terms.

The exception to this rule is farm products. Grass-based, organic and biodynamic farmers who are chapter leaders may inform enquirers of the products they sell and list their products on their Food Resource List, as long as they also inform inquirers about other farm products available in the area.

Many chapter leaders have set up food groups, where consumers can pick up raw milk and other farm-fresh foods at drop-off points. This is a wonderful service to both consumers and farmers, one that requires considerable effort, patience and time. Therefore, it is entirely reasonable to make a charge for this service, such as a delivery fee, a percentage of the total price, or a fixed price per order, as long as these charges are made clear. Several chapter leaders have created profitable businesses for themselves with this kind of service.

If you are a chapter leader who wishes to set up a “competing” food group in an area that is near or overlaps an existing food group, please respect all the hard work that the original group put into creating their food club. Do not ask for mailing lists or try to “muscle in” on the existing group. Your group can grow by new customer creation—that’s the role of WAPF and its local chapters, to create customers—not by taking customers away from existing groups. In general, these groups start small and grow by word of mouth.

While you should not use your chapter activities to promote your business, it is fine to use your busi-

ness to promote your chapter activities! If your business has a website, you may use it to link to your chapter website or to a list of chapter activities.

JOINT CHAPTER LEADERS

Very often two people work together to set up a local chapter; it is fine for two people to be chapter leaders together. (Both chapter leaders should be members in good standing of WAPF.) However, we do not list more than two people. If more than two people want to take an active role in a local chapter, consider letting additional interested parties serve as committee leaders.

GEOGRAPHIC CONSIDERATIONS

As a general rule, we do not allow new chapters within ten miles of an existing local chapter. There are two exceptions to this rule: in a highly populated city such as New York, we allow local chapters closer than ten miles apart (such as Brooklyn and Manhattan); also, we allow a student chapter on a college campus in a town that already has an active local WAPF chapter.

By the same token, we discourage chapter leaders from making their chapter area too big. If there are very few chapters in your state, you may have a chapter that takes in, say, the northeast part of your state or a particular county. However, if another individual wants to start a chapter in a town nearby, we will ask you to rename your chapter to reflect a smaller geographic area.

WORKING WITH OTHER CHAPTERS

While friendly cooperation is always encouraged, we prefer that chapters work individually. If your chapter wishes to hold meetings, have a website or email list, invite speakers or publish a newsletter, these activities should be carried out by the individual chapter and not jointly with other chapters. We do not allow the joining of several chapters into networks or consortiums. Of course, if you are hosting a speaker or important event, it is fine to invite members of other chapters to attend.

The exception to this rule would be activities that require a large effort, such as putting on a conference or lobbying at the state level.

In the case of hosting a large seminar or conference, several chapters may work together in this effort; however, one chapter should take the lead and handle the finances.

In the case of a statewide lobbying effort, such as working for the passage of a bill allowing raw milk sales, these efforts may be coordinated with all the chapter leaders in the state. As a general rule in these circumstances, one chapter leader will take the lead.

YOUR CHAPTER NAME

Your chapter name should reflect your geographic area, such as the city, town, suburb, county or area of the state or country where you live. We do not allow chapters to take on other names, such as the “Get Healthy” chapter or the “Traditional Diets” chapter. However, it is fine to have a tagline for your chapter activities. For example, the Toledo, Ohio chapter of the Weston A. Price Foundation has the tagline, “Bringing resources for vibrant health to the Toledo area.”

BUSINESS CARDS

An attractive business card with your name, your chapter name and contact info, and the WAPF logo can be ordered. We will design the card for you. You can print yourself or pay the cost to have 250 or 500 printed and shipped you. Details may be found on our chapter resource page (westonaprice.org/chapter-resources/#cards), or call the WAPF office for further information

CHAPTER LEADER COMMUNICATIONS

We strongly urge all chapter leaders to join the WAPF Chapter Leader yahoo discussion group, where chapter leaders discuss everything from how to hold meetings to the latest nutritional discoveries. It is a great way to stay current with the activities of other chapter leaders. To sign up, go to groups.yahoo.com/group/wapfchapterleaders/.

For other discussion groups on traditional diets and healing activities, visit the Email Lists and Forums page on our website at westonaprice.org/web-watch/email-lists-and-forums

We also have a chapter leader meeting on the Monday after our yearly conference. If you attend the conference, we invite you to attend the chapter leader meeting to meet other chapter leaders and garner inspiration and ideas.

POLITICAL ACTIVITIES

Many WAPF chapter leaders have engaged in political activities, such as working towards the passage of legislation favorable to raw milk and small farms, or against confinement animal facilities, water fluoridation, mandatory vaccinations, etc. We applaud and support such efforts.

However, we must strongly stress the fact that the Weston A. Price Foundation *cannot endorse or support political candidates or political parties*, and this applies to chapter activities as well. Please do not use your chapter or chapter activities to promote or endorse a particular political candidate. To do so would jeopardize our tax-exempt status.

CHAPTER ACTIVITIES OPEN TO ALL

Chapter activities are open to all, regardless of race, religion, gender or lifestyle, and regardless of whether or not the individual is a member of WAPF. *Participants* in meetings do not have to be *members* in WAPF. Please honor our mandate to provide accurate nutritional information to everyone and treat all seekers with dignity and respect.

BASIC CHAPTER LEADER REQUIREMENTS

By signing up to be a local chapter, you are agreeing to the following basic activities:

CONTACT INFORMATION

Chapter leaders must provide contact information to be posted on our website and published in our journal. In general, contact information consists of a phone number and an email address, although an email address is not required.

Occasionally a chapter leader has requested that we post their email address only and not a phone number; however, we do not encourage this practice as there are still many people who don't use the internet and who rely on the telephone for contact.

When there are two chapter leaders, we can post contact information for both or just one of the leaders.

If your chapter has a website, Facebook page or email discussion group, we will post the link to these along with your contact information.

CHAPTER INQUIRY

While we realize that you are all volunteers, *please make every effort to return phone calls and emails in a timely manner*. Remember, many people are depending on you to provide them with information on healthy foods in your area.

At the same time, you are not obligated to spend long periods of time on the phone with people. Encourage callers to find the information they are looking for on our website or your chapter website, and make your Food Resource List as clear and detailed as possible so enquirers will not need to call you for further information.

Above all, please be *courteous and professional* in your interaction with inquirers. You are the voice of the Weston A. Price Foundation in your community! If callers have questions that you cannot answer, please direct them to the office. Remember to be polite and helpful at all times.

LOCAL FOOD RESOURCE LIST

Your most important activity as a chapter leader is to compile a Food Resource List of foods raised by traditional, non-toxic methods, milk products from pasture-fed livestock (preferably raw), pasture-fed eggs and livestock, and properly produced whole foods in your area.

This Food Resource List should include local farms, health food stores, farmers markets, co-ops, food clubs and other food sources even restaurants. Do your best to include as many small, local farms as possible—this is better than providing the names of just a few larger farms.

In compiling your Food Resource List, please ensure that it is objective and factual. For example, you can list eggs from different farms as follows:

- Farm A provides eggs at X dollars per dozen, the chickens are fully pastured and they are fed some grain but no soy.
- Farm B provides eggs at Y dollars per dozen, the chickens are fully pastured and they are fed a ration that contains grain and soy.
- Farm C provides eggs at Z dollars per dozen, the chickens are kept in outdoor cages and are fed fresh greens, grains and kitchen scraps.

You do not need to include your judgments about which eggs are best. The consumer can decide which are the best choice for his or her family based on the accurate information that you provide.

Do not use the word “organic” to describe a farm unless that farm is certified organic.

If you are a farmer, you may of course include your own farm on this list. But be sure to include other farms in your area.

Likewise, if you own or manage a health food store, co-op or food club, you may include it on your list as long as you also include other health food stores and co-ops in your area.

However, if you are engaged in selling supplements, health products or health services, please do not use your Food Resource List to promote your business. The Food Resource List should list only food, not supplements or health services.

Once you have compiled your Food Resource List, you should have copies made so that you can send them to people who request them by phone; or you may provide the list in an electronic format to those who email you. If you choose to have a chapter website, you can post your Food Resource List on the website.

For a good example of local chapter Food Resource Lists, see

<http://chapters.westonaprice.org/alexandriava/local-resources/>

<http://chapters.westonaprice.org/boulderco/resources/>

<http://chapters.westonaprice.org/litchfieldcountycvt/local-resources/>

If you are having trouble finding local farms to include in your Food Resource List, check out www.eatwild.com, www.localharvest.com and www.realmilk.com. You can also ask at farmers markets and health food stores.

In states where the sale or provision of raw milk is problematic, you may want to exclude sources from your Food Resource List, so that you can freely give out the list containing meat, eggs and produce, while refraining from revealing raw milk sources to enquirers who seem suspicious (See “Requests for Raw Milk,” below.)

VISIT TO THE FARM

Ideally, someone from the local chapter should visit every farm listed in your Food Resource List. For a checklist of what to look for and questions to ask when you visit a farm, see page 16. If you have not visited a farm that you list in your Food Resource List, then be sure to say, “We have not visited this farm.” Perhaps one of the farm’s customers will provide a report for you.

REQUESTS FOR RAW MILK

Chapter leaders report that the most frequent request they receive is for sources of raw milk. Before providing sources, it is important to be aware of the legal situation for raw milk in your state. In states where it is legal to sell raw milk in stores or from the farm, it is fine to provide information on raw milk sources.

In states where raw milk is available through cow-share, herd-share or farm-share agreements, please check first with the farmer providing these programs to see whether he or she agrees to your giving out their contact information. Likewise, in states where raw milk is available only through various “underground” means, it is best to make sure the sources agree to your giving out their information.

If you live in a state where raw milk sales are illegal and available only through cow-share and herd-share agreements or buying clubs, please reply to requests for raw milk carefully. If you get a request for a

“list of sellers of raw milk” or of “providers not listed at realmilk.com,” please be cautious. If you are unsure of the enquirer, don’t answer their email or call until you have done an Internet search to see whether they are employees of the state or federal government.

If the enquirer persists, ask a lot of questions, including questions about which books they have read, and whether they are consuming lacto-fermented foods, cod liver oil or organ meats—if they are only interested in raw milk or seem to have no background in healthy diets, it is best to withhold information on raw milk.

It is better to ask “What got you interested in raw milk?” or “What books on raw milk have you read?” than asking “How did you hear about us?” If you do not know the person, invite them to a chapter meeting rather than give out information. Some chapter leaders insist on meeting in person all those who enquire about raw milk. Just say, “I don’t know any sources that I could recommend to you,” if you are at all unsure of the request.

We ask chapter leaders to encourage all farmers providing raw milk and other farm products to become members of the Farm-to-Consumer Legal Defense Fund (www.farmtoconsumer.org) so that they will have legal defense should any problems with authorities occur. In fact, your chapter may wish to donate memberships in the Farm-to-Consumer Legal Defense Fund to the local farms you work with.

DISTRIBUTION OF MATERIALS

Another basic chapter activity is to provide Weston A. Price Foundation materials to inquirers, and make them available as appropriate in local health food stores, libraries, community bulletin boards, service organizations and to health care practitioners.

When you sign up to be a local chapter, we will send you fifty of our basic Principles of Healthy Diets booklets. In addition, each chapter can receive two or five copies of each issue of the journal. Please distribute these materials as you feel best—to libraries, health food stores, health practitioners, schools, farmers markets, community and religious organizations, chefs and restaurants—even your hairdresser or barber. When you take the journals to libraries, you can encourage the librarian to subscribe and to carry WAPF-friendly books.

ENCOURAGE MEMBERSHIP

An important role for chapter leaders is membership recruitment. Whenever you give out a Principles of Healthy Diets brochure, make a point of showing the recipient the membership form in the centerfold and explain the benefits of membership, namely receipt of our informative and practical quarterly journal. Membership also provides the opportunity to support our national and international activities.

The main source of strength for the Weston A. Price Foundation is memberships. Please don’t be shy about asking people to join the Foundation so they can receive the quarterly magazine and support us in the work that we do.

ANNUAL CHAPTER REPORT

An important requirement for chapter leaders is the submission of an annual report—this helps us know what chapters are doing and allows us to remove any chapters that are no longer active.

A letter about the annual report is sent to chapter leaders at the beginning of January by email or by mail if we don’t have your email. Please be on the lookout for this letter and if you haven’t received anything by mid January, let us know.

In addition to changes in your contact information, the questions you will encounter on the report are as follows:

1. Approximate number of inquiries received during the year *****: _____
2. _____ Yes, I have read the Chapter Leader Handbook.
3. Do you have a Food Resource List? _____
4. Are you able to obtain raw milk in the area where you live? _____
5. How have you distributed the brochures and quarterly journals? _____
6. Can you estimate how many new members signed up in 2012 due to your efforts? _____
7. Has your chapter organized or participated in any optional activities? _____
(If so, please list and describe on a separate sheet.)
8. Do you have any suggestions about how to make our chapter system work better? _____
(If so, please list and describe on a separate sheet.)

The report typically takes no more than five minutes to fill out—those with Internet access can do the report online. We no longer collect the food resource list each year since you submitted it earlier. Please don't tarry in sending in your annual report. This will save the office considerable follow-up time. Chapter leaders who have not filed an annual report by the end of March will be dropped from the chapter list (although reinstated if the report comes in later).

ORDERING MATERIALS

When we send out the Annual Chapter Report, we also provide a separate order form for any additional materials that you may need. Please enclose whatever donation you are able to make for the Dietary Guidelines Booklet and the informational flyers, but do not in any way feel obligated if this is beyond your means. We must charge for the Shopping Guides (which you can then resell to recoup your investment) and a wholesale price for the *Healthy Baby Reprint*, the *Heart Disease Reprint*, the *Healthy 4 Life Guidelines and Recipe Book*, and back issues of *Wise Traditions*. If you would like for us to invoice you so you can pay for these materials at a later date, please contact the office.

Of course, you may order materials at any time of the year, not just when you fill in your Annual Chapter Report. Again, you may make a donation for these materials, but in principle the booklet and flyers are available to chapter leaders free of charge at any time you request them.

MEMBERSHIP IN WAPF

All chapter leaders must be members in good standing of the Weston A. Price Foundation. If not, we cannot list the chapter. This ensures that you receive our email information alerts (only members receive these certain email communications), our fund-raising appeals, journal and other mailings. Furthermore, it would not be right for chapter leaders to solicit memberships from others when they are not members themselves.

Watch for your renewal email or letter so you can renew your membership in a timely manner. If membership poses a financial hardship, please contact the office and we will make arrangements.

USE OF THE FOUNDATION TRADEMARK

It has always been our policy to avoid formalities and paperwork as much as possible; our chapter leader sign-up contract is very simple, and we deliberately allow chapter leaders wide latitude in their activities.

However, as we have grown larger and more influential, it has become necessary to take steps to protect our trademark, THE WESTON A. PRICE FOUNDATION® and WAPF™ (“the WAPF Mark”) as well as our three-globes logo, in order to exercise control over all use of the WAPF Mark. Our goal here is to

allow chapter leaders to use the WAPF Mark and Logo but to prevent individuals and organizations from using it for commercial purposes or to promote a dietary philosophy different from the principles enumerated by Dr. Price.

For the reasons listed below, we now require that all WAPF chapter leaders sign an contract setting forth the parameters of permitted use for the WAPF Mark.

1. As a trademark owner, the Foundation is responsible for representing to consumers the assurance that all activities, events and products offered by its chapter leaders under its Mark present the same message and are of uniform quality.
2. The mere fact that the WAPF Mark is used to endorse a product or service may be sufficient to impute liability to the Foundation if that product or service turns out to be of poor quality, or if that product or service injures a consumer. As such, if the WAPF Mark is used to endorse the goods or services of others, the Foundation must approve this endorsement in advance.
3. If the WAPF mark is used to criticize a product, organization or business, the parent organization must also approve this criticism in advance. A trademark owner may be held liable for any false advertising claims or misleading comparative advertising claims associated with this criticism.
4. Should any affiliate of the parent organization enter into a lease agreement, purchase agreement or incur any form of debt under the WAPF mark, it may subject the Foundation to liability for those obligations. Therefore, the Foundation must consistently approve all transactions involving the incurrence of a debt or other financial obligation in advance.

HOW TO USE THE WAPF MARK

Once you have signed the contract, your chapter will be able to use the words “Weston A. Price Foundation” or “WAPF” as part of your chapter name, on your chapter Food Resource List, on any educational materials you wish to develop, or for any website, email address and/or email discussion group name that your chapter may wish to set up. You should always use the words “Weston A. Price Foundation” or “WAPF” in conjunction with wording that indicates your chapter name. For example, www.WAPFClub.com would not be appropriate, but www.WAPFChicagoClub.com is fine.

As stipulated in the contract, the Mark must always appear horizontally in all capital (large or small) letters with the ® symbol, hence THE WESTON A. PRICE FOUNDATION®; or WESTON A. PRICE FOUNDATION®, in at least the first usage on every document. WAPF™ must appear with the TM symbol in at least the first usage on every document.

In addition, the Mark must always be preceded by a geographic term indicating the territory of the Chapter as assigned by WAPF, such as the Springfield, Illinois chapter of THE WESTON A. PRICE FOUNDATION.

Finally, you may use our three-globes logo as long as the form and color are not altered. The three-globes logo should include the ® symbol when used on materials or on a website. You will find several versions of the WAPF name and logo that you can use, complete with a tagline indicating the copyright, on the chapter resource page of www.westonaprice.org (<http://www.westonaprice.org/local-chapters/chapter-resources>).

Please do not use any other logo or logo-like artwork on materials that include the name of your local chapter.

PRACTICAL CONSIDERATIONS OF THE TRADEMARK CONTRACT

In practical terms, the trademark contract will require no additional action or paperwork for most chapter activities. However, for chapters that host speakers or conferences, have a website or have devel-

oped printed teaching materials, *we ask your cooperation in obtaining prior approval of the following:*

1. All outside speakers (other than chapter leaders, those active in local chapter activities or authors of books that have received a Thumbs-Up review) you wish to invite to address chapter meetings and events.
2. Conference and/or seminar plans, speaker lists and vendor/exhibitor lists.
3. Any materials designed for display at booths, publication, such as flyers, powerpoint presentations, workbooks and other teaching materials.
4. Any goods or products your chapter wishes to sell; and books your chapter wishes to sell that are not listed in our Thumbs-Up Review category.

It is not necessary to fill out an approval form for these items—simply send us an email at info@westonaprice.org and we will do our best to answer you right away.

Also, please note that it is not permissible to change the look or colors of existing materials. The Foundation has worked very hard to have a unified look and color scheme; please do not use the WAPF materials with other art work, colors or designs.

INSURANCE FOR LOCAL CHAPTERS

The Weston A. Price Foundation has a “Media Guard” insurance policy that covers all local chapters for lawsuits against written materials in handouts, flyers, pamphlets, websites, twitter and Facebook pages, etc. In order to be covered by this policy, it is very important to have the Foundation approve any new material (such as flyers or brochures) that you develop. You do not need permission for your Food Resource List or for any existing Foundation materials that you have reprinted or posted on your websites. However, if you develop new materials, they must be approved by the Foundation in order to qualify for insurance coverage.

LOCAL CHAPTER LOGOS

We would prefer that local chapters use some version of the WAPF logo or banner on their local chapter materials. Chapters that created individualized, nonstandard logos before we instituted this rule may continue to use their logos as a kind of grandfather policy, although we encourage such chapters to add the WAPF mark or globes to their existing logo.

FARM VISIT CHECKLIST

When visiting a farm that you plan to include on your resource list, the following checklist may be helpful. Remember that your role as chapter leader is not to make judgements about the farm but to be as factual as possible. However, farms that practice confinement agriculture, or that use toxic pesticides and herbicides should not be included on your list.

FARM CONTACT INFORMATION

1. Name of farm:
2. Farmer's/Farm Family name:
3. Street address:
4. City, State and Zip Code:
5. Phone number:
6. Email address:
7. Website address:

TYPE OF FARM and FARM PRACTICES

1. Is the farm Certified Organic?
2. If the farm is not Certified Organic, does it use organic production methods?
3. Is the farm certified biodynamic or does it use biodynamic methods?
4. Does the farm use biological (soil biology building) farming practices?
5. Does the farm use the services of a biological soil consultant?
6. Does the farm apply compost or compost tea?
7. Does the farm apply other soil amendments?
8. Does the farm apply a balanced mineralized fertilizer?
9. Does the farm use synthetic fertilizers that are detrimental to soil biology?
10. Does the farm use any of the following: nonorganic pesticides, herbicides, parasiticides, or fungicides?
11. Does the farm use any GMO seeds (such as Triple Stack, Smart Stack, Roundup Ready or BT modified seeds)?

ANIMAL HUSBANDRY

1. Does the farm keep livestock?
2. Which animals does the farm raise?
 - Chickens (list breeds):
 - Ducks (list breeds):
 - Turkeys (list breeds):-
 - Other Poultry (list type and breeds): -
 - Cows (list breeds):
 - Goats (list breeds):
 - Pigs (list breeds):
 - Sheep (list breeds):
 - Other animals (list types and breeds):

3. Does the farm use synthetic antibiotics?
4. Are the animals pasture-fed?
5. How much and for how long?
6. Does the farm practice managed grazing?
7. Does the farm use supplemental feed?
8. Is the supplemental feed:
 - Organic?
 - Non GMO? or GMO?
 - Soy-free or contain soy?
9. List types of feed:
 - For poultry (list type): _____
 - For cows, sheep, and/or goats (list type): _____
 - For pigs (list type): _____

RAW MILK AND RAW CHEESE

1. If the farm supplies raw milk or raw cheese, do they follow good sanitary procedures?
2. Does the farm test the milk to assure the level of cleanliness?
3. Are teats maintained with proper teat dips pre and post milking?
4. Is milking equipment sanitized before each milking?
5. Is milking equipment thoroughly washed after every milking with proper water temperature and dairy cleaners?
6. Does the farm utilize individual cow cultures to manage mastitis and bulk tank culture to identify on farm mastitis pressures?
7. Are the cows tested for Johne's and Staph Aureus?
8. Is the milk routinely tested for
 - Pathogens
 - Coliform count
 - MUN (Milk Urea Nitrogen)
 - Milk quality (Somatic Cell Count [SCC], Fat, Protein)
 - Milk equipment cleaning practices (Standard Place Count [SPC], Preliminary Incubation Counts[PI C])
9. Is the farm water tested yearly for livestock suitability and coliform presence?

Please note that a form of this questionnaire for farmers is posted at <http://chapters.westonaprice.org/grandrapidsmi/farm-submission-for-local-chapter-resource-list/>.

OPTIONAL CHAPTER ACTIVITIES

We are always happy when local chapters wish to do more than the basic required activities. However, we like to stress the fact that chapter leaders (especially those with young children) should not feel obligated to engage in optional chapter activities if they are not inclined to do so or do not have the time. In fact, we often counsel chapter leaders to “take it slow.” It is important not to embark on so many activities that you find yourself overwhelmed. It is much better to be able to attend to the basic requirements in a careful and conscientious way than to burn out taking on too much.

Do not feel discouraged if you do not have any “Additional Activities” to report in your annual chapter report. Of course, we are delighted when a local chapter takes on additional activities, but the most important role the local chapter fulfills is that of information service and guidance to individuals seeking healthy food. This is a service of vital importance, and we are very grateful to our chapter leaders for agreeing to this responsibility.

KEEP IT SIMPLE!

If you are contemplating other activities for your chapter, we urge you to keep it simple! You do not need officers, bylaws, minutes, motions and formal meetings. You can forge ahead as a single leader or as joint chapter leaders, or you can gather a committee of individuals interested in helping, but it is best to keep your group flexible and informal.

If you have a large and enthusiastic group, it’s a good idea to set up committees to channel their talents and enthusiasm. Examples include Outreach Program, Hospitality, Cooking Classes, Field Trips, Resource List, Buyer’s Club, Children, Website and Publicity.

CHAPTER “MEMBERSHIP”

The bylaws of the Weston A. Price Foundation stipulate that those participating in local chapter activities are *not* required to be members of the Weston A. Price Foundation; likewise, we do not allow paid “memberships” in local chapter activities. Local chapter activities, such as meetings, potlucks and social gatherings are open to both members and non-members of WAPF.

Remember that the Foundation teachings are for everyone, regardless of race, gender, creed or political persuasion. As a chapter leader, please make sure that everyone is welcome to your meetings and events.

MAKING INITIAL CONTACT WITH WAPF MEMBERS

As you begin your chapter activities, you may wish to contact WAPF members in your area. The Foundation does not give out the phone numbers or email addresses of members, but we can supply you with address labels of members in your area for one-time use. You can use these labels to send a flyer to members in your area, announcing your start-up as a chapter, your first meeting, or your desire for help in carrying out local chapter activities. If you need help to pay for postage, please let us know.

As these members contact you, you can gather their phone numbers and email addresses—with their permission—to use them for mailings and announcements. You or others are not allowed to use the mailing addresses sent to you by WAPF, or the emails and phone numbers that you have gathered, to promote a particular supplement or product that you may be in the business of selling.

Over time you will build up an email list of those interested in what you are doing and who desire to

be active. You can then use these email addresses to contact people and keep them informed of your activities.

We do not provide phone or email lists of our membership, but will send out important announcements from the WAPF office to members in a particular area (a range, not a list, of zip codes), state or states. (To find zip codes in your area, try zip4.usps.com/zip4/citytown.jsp.)

Please compose the announcement you wish us to send out as a Microsoft Word Document (.doc or .docx) format, using the same formatting guidelines that we use for action alerts (see page 28). You can post information about chapter events at the Calendar section of www.westonaprice.org by sending the information to us at info@westonaprice.org; of course you should post information about your meetings on your own chapter website if you have one.

MEETINGS

The most usual optional activity of a local chapter involves meetings of some sort, such as an organizational meeting, a meeting where you present information, put on a cooking demonstration, have a guest speaker or panel discussion, have a book discussion group, host a potluck dinner, or some combination of these activities. You may use the mailing labels you get from the WAPF office to announce your first meeting. Or we can send the announcement for you by email.

Some chapters make a habit of meeting monthly or bi-monthly; others meet only a few times per year. You can meet in your own house or at a local church or community center. If you are unsure how to hold meetings or what to do at them, you might want to attend a meeting or two of a local chapter nearby.

Here are some general guidelines for meetings:

- To encourage people to support WAPF by becoming a member, feel free to offer \$5 off the membership rate for anyone who gives you a membership form (for new or renewals). You would then mail these to us. The discount would not apply if they join later.
- If there is a charge for meeting in a church or community center, make sure there are enough people willing to donate at each meeting to cover expenses. If you need insurance coverage for holding meetings in a church or community center, send us an email at info@westonaprice.org or phone us and we will arrange it for you. We can also arrange insurance coverage in Australia.
- At any meeting—potluck, class or presentation—be sure to make newcomers welcome. A newcomers packet containing WAPF and chapter materials is a good idea. And at the beginning of each meeting, it's a good idea to review the basic WAPF dietary principles. Be sure to have a table of WAPF materials set up at every meeting.
- Do have name tags at meetings! They help people get acquainted faster.
- It's important to read a disclaimer at the beginning of each meeting. For example: "The information presented at this meeting is for general information purposes only. While we endeavour to provide accurate and up-to-date information, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability of the information we provide. Any reliance you place on such information is therefore strictly at

your own risk. The information we provide should not be used as a substitute for advice from a qualified health practitioner.”

- Remember that everyone has strong views on subjects outside of food. Please keep your personal views to yourself. In addition, please take care to avoid a “uniform” membership of people who all have the same views, belong to the same church or political party, etc.
- You may not charge a fee for *meetings* but you can always ask for donations to cover expenses. (By contrast, you may charge a fee for *events*, such as a cooking class with an outside instructor, a seminar or conference.)
- Remember that the Weston A. Price Foundation is not a religious organization and does not support or promote any particular creed, political party or philosophy. *You may not use chapter meetings to promote your religious beliefs, church activities, religious holidays, personal philosophy or political views.* For those who wish to combine our message about food with religious or political views, we suggest that you present the WAPF materials at your church, synagogue, mosque or other group meeting outside your capacity as chapter leader.

SUGGESTED ACTIVITIES FOR CHAPTER MEETINGS

Here are some suggested activities for chapter meetings:

- One of the most common meeting activities is a DVD or video showing. WAPF has a DVD and Video Lending Library for chapter leaders posted at <http://www.westonaprice.org/local-chapters/chapter-resources>. This collection includes our conference recordings. If you would like to borrow any of these, email info@westonaprice.org or phone the office and we will mail them. Please select DVDs based on topics related to our work, in general they should focus on food. It is best to pick them from the DVDs which received a ‘Thumbs Up’ in the journal, <http://www.westonaprice.org/dvdmedia-reviews>.
- A series of classes based on the Sally Fallon Morell *Nourishing Traditional Diets* Seminar. This is available as a Powerpoint (recently revised by Sandrine Hahn), which can be downloaded from the chapter resource page, westonaprice.org/local-chapters-list/2078-chapter-resources); or as a DVD, available from the WAPF DVD lending library. The seminar can be divided into five classes of about one hour each, followed by a question-and-answer period. You can present the Powerpoint yourself or just show the DVD. You can have a potluck dinner or cooking demonstration before or after the showing.
- An excellent presentation is the *Nourishing Our Children* Powerpoint and DVD developed by chapter leader Sandrine Perez (see nourishingourchildren.org).
- Another great idea is to have a monthly WAPF Book Club, where participants read a selected book and discuss it at the meeting. See the Thumbs Up book reviews for ideas.
- Local practitioners familiar with the WAPF philosophy and local grass-based farmers are logical choices for speakers at your meetings. As stipulated in our trademark contract, be sure to email

the Foundation to obtain permission when you would like to have an outside speaker present at your meetings. (It is not necessary to get permission for an author who has received a Thumbs-Up review, has spoken at our conference or is a visiting chapter leader.)

- For a list of topics that can be presented and discussed at chapter meetings, see page 6.

VENDORS AT CHAPTER MEETINGS

Some chapter leaders have found it very useful to have tables for vendors at chapter meetings. They charge for the tables, thus garnering revenue to pay for the rental of the venue. Some chapters have raised considerable funds in this way, while providing a service to meeting participants.

This arrangement really helps if the chapter finds itself a target of pushy businesses or sales people who want to address participants at a chapter meeting. The chapter leader can simply sell them a table at the meetings, rather than allow them to address the whole group, and then participants can choose whether or not to listen to a sales pitch.

The chapter itself can have a table to sell books or WAPF-friendly products.

BUSINESSES EXCLUDED FROM EXHIBITING OR ADVERTISING

The Board of the Weston A. Price Foundation adopted a new resolution which affects chapter meetings. It resolved to exclude certain business from exhibiting at conferences, chapter activities and other activities and advertising in publications of the Foundation and its chapters.

Excluded businesses include those whose product, services, or business models are inconsistent with the Foundation's values, principles, and goals and also businesses based on a multi-level marketing business model, including independent associates connected with such businesses. If you have any questions about this, please let us know.

PUBLICIZING YOUR EVENTS

A great way to increase your outreach as a chapter and publicize chapter meetings and events is the website Meetup.com. The Meetup site makes organizing events around common interests very simple. It automates all the tasks related to an event, such as choosing a location, providing driving directions, RSVPs, etc. It even has waiting-list and automatic-meeting-reminder capability. Organizers pay a small monthly fee for setting up a Meetup group.

As an example of how it works, two WAPF members set up a Northern Virginia Whole Foods Meetup group. The Reston chapter then used that group meetup site to publicize its meetings and events. Similarly, the Los Angeles chapter set up a Los Angeles WAPF Chapter Meetup group, reporting that within three months, they had one hundred members.

For more on using Meetup.com, see www.cheeseslave.com/2009/05/22/organize-locavores-and-support-small-farms-with-meetupcom/.

Another way to provide information about your local chapter is to sign up as a member of www.local-harvest.org.

You can also make flyers publicizing your chapter meetings and post them at health foods stores, libraries, etc., or distribute them at meetings (such as the PTA, La Leche League, etc).

CHAPTER FACEBOOK PAGE

Several chapters report that having a Facebook page is invaluable for communication and advertising events, as well as follow-up discussions after meetings and talks.

CHAPTER EMAIL DISCUSSION LIST

An excellent tool for chapter work is a chapter email discussion group. As stipulated by the trademark contract, you may use the words “Weston A. Price” or “WAPF” in the name for this group, as, for example, BismarkNDWAPF or WestonAPriceChicagoIL (You may use this name as long as your chapter is in existence; if the chapter is dissolved, the discussion group name will be assigned to WAPF.)

An email discussion group is a wonderful way to keep the lines of communication open, entertain healthy debate and widen your circle of influence. However, the moderator of each list does carry an important responsibility, and that is to see that the discussion is channelled along appropriate lines and that inappropriate material is kept out of the postings. Appropriate material would include:

- News of new farm sources of food
- Information on nutrition
- Information on non-toxic therapies and supplements
- Information on environmental issues
- Information on the raw milk movement
- Information on upcoming health events
- Healthy debate
- Notices and announcements

Inappropriate material includes but is not limited to:

- Disparaging remarks about others involved in chapter activities, the Foundation, other organizations or this movement
- Endorsements of political candidates (which could cause the Foundation to lose non-profit status)
- Disparaging remarks about farms and food sources (just stick to the facts, for example, Farm X feeds grain to their cows, Farm Y is fully grass-based, etc.)
- Promotion of supplements and other products that you or another participant are selling as a business
- Proselytizing

Your email list sign-up page should include guidelines for members of the list, modeled on the information given above. We ask the list moderators to do their best to follow these guidelines themselves, remind users of the guidelines, step in to close inappropriate threads and, when necessary, suspend or ban users who continue to post inappropriate material.

LOCAL CHAPTER GROUPS ON FACEBOOK

You may also create a chapter group on Facebook. Anyone may join the page; it is not restricted to WAPF members.

You can post basic chapter information, announcements, and events, post photos, and start discussion threads. Remember that some people do not participate in social networks out of privacy concerns. Others just don't have time and prefer email lists. So while Facebook is a good way to get to connect with other WAPF members and post information about your chapter, it may not be the best vehicle for communicating local chapter discussion and activities with your local members.

Think of a Facebook chapter group page as a general marketing tool. People who are browsing the social network may find your group when they have not yet joined the Foundation or contacted you about

local chapter activities, so it is one more way to connect with people in your area. The challenge is to get them involved with something besides just your Facebook page.

LOCAL CHAPTER DOMAIN NAMES (As Subdomains on our Site)

Please do not register a domain name and establish a website of your own for your local chapter. We would like all chapter sites to be located at chapters.westonaprice.org and make use of our design templates, both to ensure a uniform look and to drive more traffic to our site.

The Weston A. Price Foundation will provide chapters (at no cost) with a domain name incorporating the Mark in the form chapters.westonaprice.org/chaptername (unless you previously had a website in place). We will also set up for you a shorter URL in the form chaptername.westonaprice.org, which will redirect to your chapter pages at the main domain name. The shorter URL may be handy for use in print materials or giving out over the radio, etc. Regardless, the domain name will be used for chapter business only and will be assigned to WAPF if the chapter dissolves or otherwise ceases to exist.

Those chapters that created websites before the chapter website template was in place at the chapters subdomain on the WAPF site are encouraged (but not required) to move their websites to this subdomain, and revise them using the provided templates.

Please do not use a commercial website of your own as a platform for your local chapter.

See the next section for instructions on how to get your domain names, as well as how to set up your local chapter web site.

LOCAL CHAPTER WEB SITES WITHIN OUR SITE

A leader or designated member from each chapter may create and maintain a local chapter web site from WordPress templates at the local chapters subdomain: chapters.westonaprice.org. Creating the sites from standard templates keeps our look uniform. Having all the local chapter sites at chapters.westonaprice.org rather than on individual chapter websites drives traffic to our website, thus increasing our website ratings.

Those chapters that created websites before the chapter website template was in place are encouraged (but not required) to revise their websites using the template and post them through the Foundation's main website.

ESTABLISHING YOUR SITE ON THE WAPF SITE

To create your chapter pages (and your domain names), fill out the brief form at <http://chapters.westonaprice.org/chapter-website-setup-request/> giving your chapter's state and city, and the name and email of the person(s) who will administer your site (add, edit, and delete content). Our Chapter Sites programmer will set up a basic site shell for your chapter and send the administrator the login information. Once your site has been set up, the administrator can log in the back-end of the site and add content to existing pages and/or add pages. The platform used for all chapter sites is WordPress. If you are not familiar with it and its operation please visit: http://codex.wordpress.org/WordPress_Lessons. The most important thing to remember is that your content should be created as Pages, NOT Posts. If you would like to have a blog in addition to your regular pages, then you can use Post for each of your blog entries. Please let us know if you would like for us to enable the Blog link on your menu, email info@westonaprice.org.

NAMES FOR CHAPTER WEBSITES

Chapters are normally named after the city and state where they are located, so for example the Grand

Rapids, Michigan chapter would have a website using grandrapidsmi; the Santa Barbara, California chapter would have a website using santabarbaraca. So the web addresses for the these two chapters are:

- chapters.westonaprice.org/grandrapidsmi and grandrapidsmi.westonaprice.org
- chapters.westonaprice.org/santabarabaraca santabarbaraca.westonaprice.org

Note, you can use capital letters in your domain for readability if desired; both grandrapidsmi.westonaprice.org and GrandRapidsMI.westonaprice.org will work.

If, for some reason the name of your chapter needs to be different from the above standard (such as groups for part of a large city, or for regions of a state), please let us know. We will work out the best name that provides a URL that is not too long but that also makes sense for your area.

BASIC CHAPTER WEBSITE STRUCTURE

The basic chapter site structure includes the following pages and links:

- Home—The main chapter site page
- About Us—Basic information about the chapter
- Contact Us—Contact information for the chapter leader/members and an email contact form
- Link to WAPF site—You should link to the main Weston A. Price Foundation site, www.westonaprice.org.

Beyond the above basic pages there can be additional pages with information and links for your Food Resource List, events, photos, etc. See the Grand Rapids Michigan pilot site for ideas: grandrapidsmi.westonaprice.org.

PROHIBITED CONTENT

Do not post political or religious material, advertisements or similar items on your local chapter web pages. Above all, chapter web pages or websites must not be used to endorse political candidates, as this would jeopardize the Foundation's non-profit status.

DESIGN RESTRICTIONS

We recommend that you make use of the provided design templates. If you are experienced with Word Press, the layout can be modified within reason but needs to include the Weston A. Price Foundation header and make use of the foundation's official color palette.

WEBSITE DISCLAIMER

If your chapter has an existing website, please add the disclaimer posted at www.westonaprice.org/disclaimer to your site. This is very important!

Chapter leaders who set up new websites through westonaprice.org will have the disclaimer built into the website.

Please note that if your chapter sells a product such as coconut oil or cod liver oil, it is very important to refrain from making health claims for your product on your web pages.

LIST OF HEALTH CARE PRACTITIONERS

The chapter may maintain a list of local health care practitioners and dentists who support the Foundation's teachings regarding diet and health. You will find that you often receive requests for WAPF-friendly

health care practitioners.

JOURNAL DISTRIBUTION

One way the chapters can help the Foundation is to find outlets for our journal *Wise Traditions*. Currently we are distributed by Ubiquity Distribution, www.ubiquitymags.com. If a book store or newsstand wishes to carry *Wise Traditions*, they should contact Ubiquity.

Small health food stores and similar establishments may purchase the journal in bulk of five or more copies per quarter at wholesale prices. The journals will be shipped directly from the printer, and the establishment will be invoiced for them from the Foundation, with sixty days to pay. For further details, contact info@westonaprice.org.

LOCAL LIBRARIES AND SCHOOLS

In addition to taking copies of *Wise Traditions* to local libraries, you can request that libraries carry books, DVDs and other materials that carry the WAPF message; in addition, you might consider purchasing subscriptions to *Wise Traditions* for local libraries and schools.

NEWSLETTER

The chapter may wish to publish a simple hard copy or email newsletter to go to local participants in chapter activities. You may charge a fee for this newsletter. You may also sell advertising to WAPF-friendly businesses to help defray the costs and support your chapter activities. However, chapter leaders are cautioned about starting a newsletter unless they are willing to stick with it and publish it at regular intervals. It is easy to burn out on newsletters!

Good ideas for newsletter articles include material taken from action alerts put out by WAPF, journal articles, reports on local farms, articles and photos from local chapter activities and recipes.

We ask that you maintain the WAPF look and colors for your newsletter, and use our yellow banner with the three globes logo.

Your newsletter can be sent not only to individuals who participate in local chapter activities, but to local media, food co-ops, health care and nutrition groups, cooking schools and local cooking teachers, parenting networks, political and environmental groups, church groups, the Chamber of Commerce, and to like-minded groups such as local chapters of La Leche League, Slow Food and the Sierra Club.

If you publish a newsletter, please make sure that the Foundation is on your mailing list or email list so that we may keep a copy for our records. Also, please always include mention of the Weston A. Price Foundation website in all your newsletters. This will drive traffic to our site.

MEDIA ACTIVITIES

It's a good idea to make a list of local media such as reporters working for local newspapers, radio shows hosts and local TV station reporters and personalities. Be sure these individuals receive your newsletter and invitations to meetings and other activities.

You are encouraged to forward any press release put out by WAPF to your local media list. It's a good idea to localize the press release by adding a statement from you as local chapter leader and local chapter contact information. Do seize the opportunity to be interviewed should a reporter contact you for further information.

POLITICAL ACTIVITIES

Optional activities include representing the Weston A. Price Foundation philosophy and goals to local

media, governments and lawmakers and lobbying for the elimination of laws that restrict access to locally produced and processed food (such as pasteurization laws) or that limit health freedoms in any way.

Remember to be neatly dressed and courteous at all times when representing the Foundation. If you are meeting with a government official, make sure your presentation is precise and clear—practice beforehand! It's helpful to provide a short written summary of the issues, preferably one or two pages with clear, factual points. Always leave a printed copy of your contact information with officials or their aides. Follow up with a thank you note via mail or email.

If you would like a change in legislation, it is best to provide the elected representative with a written version of the legislation you propose. A good resource to help you with this is the Farm-to-Consumer Legal Defense Fund or email us if you want input from us on this.

ACTION ALERTS

The Weston A. Price Foundation is happy to send out action alerts to enlist members in your area to contact legislators or participate in meetings and rallies about issues involving raw milk, sustainable farming and health freedoms in general. However, the alert needs to be written by you. . . not us. Please supply it to us in a WORD document, not as a pdf file. Please follow the recommended format described on page 28. Also, you will need to provide a zip code range (not list of zip codes) or state(s) where we will send it.

SETTING UP A FOOD CO-OP OR BUYING CLUB

A few ambitious chapter leaders have set up food co-ops or buying clubs. At its most simple, a buying club makes group orders from a local farmer and takes turns picking them up. Usually there is an administrator who organizes a website or email list for ordering and then coordinates the pickup and drop locations.

Some chapters organize bulk purchase of key items like cod liver oil or olive oil.

For information on setting up a more elaborate food co-op, see the article by John Moody, <http://www.westonaprice.org/making-it-practical/building-food-buying-club>, published in the Fall, 2008 issue of *Wise Traditions*. John has also written a Food Club Handbook, available for sale from the Farm-to-Consumer Legal Defense Fund at <https://www.farmtoconsumer.net/Food-Club.asp>. Another helpful website is www.foodclub.org. Services for setting up online ordering can be found in the advertising section of *Wise Traditions*.

YOUR BUYING CLUB LIST IS *NOT* YOUR LOCAL FOOD RESOURCE LIST

Local buying clubs and co-ops set up by chapter leaders provide a wonderful service. But please make a distinction between your Food Resource List and the list of products provided by your buying group. The Food Resource List should must include *all* sources of local grass-based animal products and produce raised non-toxically, even those that you do not offer through your own buying club or co-op. The Food Resource List can include your own buying group, but should also include other (and possibly competing) buying groups and co-ops as well.

When people call seeking raw milk and other products, you should supply them with the Food Resource List, not the product list of your particular co-op. Consumers are then free to contact your buying group if they wish. By operating in this way, we remain completely fair to all local producers while also giving chapter leaders the opportunity to form buying groups and co-ops. This rule also applies to farms or stores run by chapter leaders—they should be listed in the Food Resource List along with other farms and stores in the area.

WORKING WITH SCHOOLS

One optional activity is to work with schools to provide curriculum materials and training for classes in human development and home economics. Currently WAPF is working on a textbook that can be used in such a way; we also have an online course on WAPF principles administered by Hawthorn University. If any chapter leader has developed course material for use in schools and other institutions, please let us know!

SCHOOL LUNCH PROGRAMS

Occasionally a new chapter leader, in a burst of enthusiasm, vows to “change the school lunch program.” While this is a laudable goal, it is also a very difficult one, as many of us have found out through experience! School lunch programs must conform to federal guidelines and are typically run by people with very little understanding of the principles of good nutrition. We hate to see chapter leaders burn out by tackling this all-but-impossible challenge.

A better approach is to give presentations to small groups of parents with a goal of convincing them to prepare their own children’s lunches. (And of course, chapter leaders should be doing the same for their own children!)

Sometimes small private schools are amenable to help with the school lunch program. Please see the article by Stephanie Rivers at <http://www.westonaprice.org/making-it-practical/cooking-for-sequoia-academy>, published in the Fall, 2008 issue of *Wise Traditions*, for ideas on a school lunch program for a small private school.

FORMAT FOR ACTION ALERTS

The Weston A. Price Foundation is happy to send out an action alert or information alert to a select group of members--such as a range of zip codes, state or group of states. It helps us immensely if you will give us your action alert in the proper form. We often have requests for several action alerts per week, and our staff always appreciates your making their job easier.

When formatting the action alert, do not simply send a flier - the information should be in a word document as text of in the body of an email.

The following format will help you write an effective alert:

1. An attention-grabbing headline showing the urgency of the situation requiring action.
2. The body of the email should include:
 - A brief introduction
 - A summary of the situation or event
 - Clear and concise instructions for the action to take
 - A list of talking points
 - Accurate contact information for people and organizations.
(Please check the accuracy of contact emails, phone and fax numbers before giving us the alert.)
 - Your contact information in case of questions
3. Be sure to proof read your alert for errors in spelling and grammar!

Please help our staff get your alert out quickly by following these guidelines. Send it to us in Word Doc format (no PDFs) and let us know the geographic area to which it is directed.

SAMPLE ACTION ALERT

DISASTROUS SENATE FOOD SAFETY BILL MOVING FORWARD
CALL NOW!

The Senate's food safety bill is in committee and is scheduled for mark-up tomorrow, WEDNESDAY, NOVEMBER 18. As currently written, the bill would impose sweeping regulations on all farms and food processors--everyone from your local CSA to the small bakers, jam makers and cheesemakers at the local farmers market.

Small local farms and food processors are fundamentally different from huge, industrial food suppliers that ship food all over the country. Congress can and should address the problems with the industrial food supply without harming the local food systems that provide an alternative for concerned consumers!

ACTION TO TAKE

See the list below for Senators on the Health, Education, Labor and Pensions (HELP) Committee. Please call or fax their office, ask to speak with the aide in charge of food safety issues, and share your concerns that small-scale and local foods not be crushed by the food safety bill.

Ask the Senators to support amendments to SB 510 to exempt farms selling directly to consumers and on-farm and local processors from ALL the provisions of the bill.

ALSO, call your Senators, whether or not they are on the Committee, and ask them to approach the Committee members on your behalf to urge changes to the bill. To find contact information for your Senators, go to www.congress.org or call the Capitol switchboard at (202) 224-3121.

Please call your Senators by noon on WEDNESDAY NOVEMBER 18! See talking points below.

CONTACT INFORMATION

Senator	Phone	Fax
DEMOCRATS		
Tom Harkin (IA)	202-224-3254	No fax
Chris Dodd (CT)	202-224-2823	202-224-1083
Barbara Mikulski (MD)	202-224-4654	202-224-8858
Jeff Bingaman (NM)	202-224-5521	No fax
Patty Murray (WA)	202-224-2621	202-224-0238
Jack Reed (RI)	202-224-4642	202-224-4680
Bernie Sanders (VT)	202-224-5141	202-228-0776
Sherrod Brown (OH)	202-224-2315	202-228-6321
Bob Casey (PA)	202-224-6324	202-228-0604
Kay Hagan (NC)	202-224-6342	202-228-2563
Jeff Merkley (OR)	202-224-3753	202-228-3997
Al Franken (MN)	202-224-5641	No fax
Michael Bennet (CO)	202-224-5852	202-228-5036
REPUBLICANS		
Mike Enzi (WY)	202-224-3424	202-228-0359
Judd Gregg (NH)	202-224-3324	No fax
Lamar Alexander (TN)	202-224-4944	202-228-3398
Richard Burr (NC)	202-224-3154	202-228-2981

Johnny Isakson (GA)	202-224-3643	202-228-0724
Orrin Hatch (UT)	202-224-5251	202-224-6331
Pat Roberts (KS)	202-224-4774	202-224-3514
Tom Coburn (OK)	202-224-5754	202-224-6008
Lisa Murkowski (AK)	202-224-6665	202-224-5301

TALKING POINTS

1. Although the FDA stated that the bill only applies to food in interstate commerce, the language of the bill does not contain any such limitation. On its face, the bill applies to any farm or food producer, regardless of the size or scope of distribution. If the intent truly is to limit the bill to food that is crossing state lines, then it must be amended. And even then, the bill would still negatively impact small farmers and food processors who live near state lines and who cross state lines to reach local farmers markets and coops.
2. The major foodborne illness outbreaks and recalls have all been within the large, industrial food system. Small, local food producers have not contributed to the highly publicized outbreaks. Yet both the House and Senate bills subject the small, local food system to the same, broad federal regulatory oversight that would apply to the industrial food system. Increased regulations, record-keeping obligations, and the penalties and fees could destroy small businesses that bring food to local communities.
3. FDA regulation of local food processors is unnecessary and burdensome. Federal regulations may be needed for industrial processing that source raw ingredients from multiple locations (sometimes imported from other countries) and ship their products across the country, but federal regulation is overkill for small, local processors. Existing state and local public health laws are enough for local food sources.
4. Relying on HACCP will harm small processors. S. 510 applies a complex and burdensome Hazard Analysis and Critical Control Point (HACCP) system to even the smallest local food processors. Although the concept of preventative controls is a good one, the federal agencies' implementation of HACCP, with its requirements to develop and maintain extensive records, has already proven to be an overwhelming burden for a significant number of small, regional meat processors across the country. In the meat industry, HACCP has not eliminated the spread of E-coli and other pathogens and has resulted in fewer independent inspections of the large slaughter plants where these pathogens originate. At the same time, small, regional processors have been subject to sanctions due to paperwork violations that posed no health threat. While HACCP plans are suited for larger factories, applying a HACCP system to small, local foods processors could drive them out of business, reducing consumers' options to buy fresh, local foods.

PLEASE FORWARD this action alert to friends and interested groups.

Many thanks,
 YOUR NAME
 YOUR CONTACT INFORMATION

EXHIBITING AT LOCAL CONFERENCES AND FAIRS

Exhibiting at local conferences, health fairs and even farmers markets is a great way to introduce the general public to the educational messages of the Weston A. Price Foundation, as well as increase membership.

If you would like to volunteer to coordinate an exhibit, the Weston A. Price Foundation will pay for the booth and provide you with educational materials and display items at no charge. WAPF will also provide coaching if desired. Monies collected for memberships and the sale of materials are returned to the Foundation after the event.

For detailed instructions (also given below) and order forms, visit www.westonaprice.org/exhibit.

PRIOR TO THE EXHIBIT

1. Contact WAPF to order exhibit supplies and pay or reimburse exhibit fees at outreach@westonaprice.org.
2. Learn more about the Farm-to-Consumer Legal Defense Fund, if your WAPF exhibit will include FTCLDF material, at www.farmtoconsumer.org
3. Review the exhibit resources page westonaprice.org/exhibit for more information.
4. Recruit volunteer staff. (Caution: first check how many free passes or registrations are provided.)
5. Plan activities to support the three objectives; to educate, to enroll new members and to raise funds for the chapter.

TO EDUCATE

- WAPF and FTCLDF Literature and Table Top Posters. (Caution: Use *only* handouts, signs or printed materials provided by WAPF. The content of these materials has been approved by the Board of Directors and may not be changed in any way without the Board's approval. Likewise, the look and colors of our materials were developed by talented graphic artists and provide a uniform and clearly recognizable impression of WAPF and its work.)
- A selection of WAPF-rated Thumbs-Up books or DVDs
- Food demos. (Caution: No sampling allowed.)
- An assortment of printed Powerpoint presentations in a binder. (Caution: Do *not* alter the content, layout or appearance of Sally Fallon Morell's copyrighted materials.)
 1. Raw Milk Powerpoint presentation at www.realmilk.com
 2. *Nourishing Traditional Diets* at westonaprice.org/local-chapters-list/2078-chapter-resources
 3. *The Oiling of America* at www.newtrendspublishing.com/OOA/index.php

TO ENROLL

- Enroll new WAPF members: Get a free membership poster from us to display. When you hand out the Principles of Healthy Diets booklet, make sure to point out the membership form in the middle. Explain to enquirers about the benefits of membership, which include four quarterly *Wise Traditions* journals, our shopping guide, one each of our seven brochures, discount attendance at the annual conference and pertinent information and action alerts via email.
- Encourage existing members to renew.

- Build Your Local Chapter: Have an email sign up list for chapter activities and a flyer to advertise future chapter events.

TO FUND RAISE

- Buy and resell any approved Thumbs-Up book or DVD, and non-perishable foods like fermented cod liver oil, coconut oil, etc. from approved sources. (Caution: No raw milk, ready-to-eat or perishable foods can be sold or sampled at exhibits. Also, this activity cannot overshadow the most important mission—to teach and to enroll members.)

SHARING THE EXHIBIT

We do not recommend sharing your exhibit table with any other group. For one thing, it is important to avoid a conflict of interest. In addition your exhibit table will be full. The Farm-to-Consumer Legal Defense Fund (and Farm-to-Consumer Foundation) occasionally splits the cost of most WAPF exhibits, and will also be sending materials. Please do not put out materials for other for-profit or non-profit groups; however you may provide your chapter's Food Resource List.

NO POLITICS PLEASE!

Volunteers represent the Weston A. Price Foundation while staffing the booth. Therefore, volunteers must refrain from engaging in political conversations. Volunteers must avoid *any* messages of endorsement or campaigning for a political candidate. Endorsement of political candidates or parties could jeopardize the WAPF non-profit status.

EDUCATIONAL MATERIALS PROVIDED

WAPF provides the following no charge: Principles of Healthy Diets booklets and all flyers.

WAPF provides these items to be sold (A poster with current prices will be included in the exhibit pack):

Wise Traditions journals
Healthy Baby & Heart Disease issues
Healthy 4 Life Recipe and Dietary Guidelines booklets
 Shopping Guides
 Pregnancy Diet magnet

The amount of supplies will be scaled to match the number of anticipated participants and will likely involve four or five boxes, some of them heavy. Please make plans for how these will be stored and delivered to the exhibit site.

DISPLAY MATERIALS PROVIDED

WAPF & FTCLDF will send:

Table top posters (including the new membership poster)
 Credit card transaction forms
 UPS return shipment forms.

CHAPTERS to provide:

Tablecloth (if available)
 Extra tablecloth or fabric to cover exhibit when it is not staffed or overnight

Simple office supplies – clip board, envelop for funds, pens, scissors, regular tape, duct tape, paper for notes etc.

At least fifty dollars in small bill change for the money pouch

HANDLING MONEY

Remember to bring starter cash for the money pouches and make use of the transaction forms to record credit card purchases. Bring two envelops for money if you have funds for the Chapter.

- Checks should be made payable to WAPF and/or your Chapter (for fund raiser). Be sure to record a phone number. No need to use a transaction form.
- Cash, provide a receipt only if requested, using a transaction form. Otherwise no form is needed.
- Credit Cards, record the card number and other information using WAPF (VISA & MasterCard, Discover, AmExpress) generic transaction forms. Please double check to make sure the expiration date is listed. Also, if you've run out of supplies, you can mark "To Ship" on the item, and the office will ship without charging postage. (Caution: Do not use our credit card transaction forms for Chapter fundraiser sales.)

RECRUITING NEW MEMBERS

Although the Principles of Healthy Diets booklets are usually sold for one dollar each, we pass them out to interested people for free at exhibits, with the understanding that we are planting seeds for future harvest. Please call attention to the membership form in the centerfold when you pass them out. We also have Healthy 4 Life books to give to people if they sign up at the exhibit. If you wish, instead of offering Healthy 4 Life, you can offer \$5 off membership if they sign up with you at the event—whether it is a chapter meeting or an exhibit.

For those who do sign up to be a member, take their completed membership form and payment. Their membership will be processed in two to three weeks. Put payment inside of folded form and put the folded form inside the money pouch. (Caution: Do not provide WAPF new members with their first journal or shopping guide—these will be sent to them in their membership packet. Providing these items does not save postage, it only causes duplication.)

EXHIBIT TIPS

1. Organize your table so that the free items are together in one place and the items for sale are together in another place.
2. Take pictures!! Make sure there are people in the photos! We like putting exhibit pictures (with smiling people) in the *Wise Traditions* journal. Send us two or three of the best and let us know the names of each person in the photo.
3. Have fun, keep it light.
4. Avoid the three "Cs": no need to coerce, convert or cajole.
5. Relax...you know more than you think you know. Some volunteers are nervous because they can't remember specifics. Don't worry if you don't know the answer to a question, direct folks to the website, they'll get more than they bargained for!
6. Our members are the best advertisement for WAPF. Share your experience.
7. Some folks don't want to talk, so having materials in a binder lets them learn without having to engage in conversation.
8. Find the balance. Says one volunteer, "It took me a while to find the right balance, not running people away with my passion or passively smiling and nodding at them as they walked by."

9. Make sure to move around and meet folks, speakers, exhibitors, hotel personnel and exhibit hall folks. The WAPF message is universal, and you never know who'll be hungry to hear it.
10. Write to us at outreach@westonaprice.org to offer tips to other exhibitors. Tell us what worked, and what didn't and we'll pass it on.

SUGGESTIONS FOR BOOKS FOR DISPLAY OR SALE

A Life Unburdened by Richard Morris - www.newtrendspublishing.com
Excitotoxins: The Taste That Kills by Russell L. Blaylock, MD - www.russellblaylockmd.com
Full Moon Feast by Jessica Prentice - www.chelseagreen.com
Gut & Psychology Syndrome by Natasha Campbell-McBride - www.gutandpsychologysyndrome.com
Honoring Our Cycles by Katie Singer - www.newtrendspublishing.com
Nourishing Traditions by Sally Fallon and Mary G. Enig, PhD – www.newtrendspublishing.com
Nutrition and Physical Degeneration by Weston A. Price, DDS - www.ppnf.org
Performance Without Pain by Kathryne Pirtle - www.newtrendspublishing.com
Real Food – What to Eat and Why by Nina Planck www.ninaplanck.com/
The Fourfold Path to Healing by Thomas Cowan, MD - www.newtrendspublishing.com
The Grassfed Gourmet by Shannon Hayes - www.grassfedcooking.com
The Untold Story of Milk by Ron Schmid, ND - www.newtrendspublishing.com
The Whole Soy Story by Kaayla T. Daniel, PhD, CCN - www.newtrendspublishing.com
The Yoga of Eating by Charles Eisenstein - www.newtrendspublishing.com
Wild Fermentation by Sandor Elix Katz - www.chelseagreen.com

Call 877-707-1776 for case discounts on all New Trends Publishing titles. 40 percent discount for one or 50 percent discount for two cases.

AFTER THE EXHIBIT DIRECTIONS

Thank you for exhibiting! Here are directions for how to close out your exhibit.

For Weston A. Price Foundation Proceeds

1. Write a personal check (payable to WAPF) for the cash received, and *put the exhibit name in the note field on the check*. On membership forms paid with cash, please note the amount and “paid in cash”.
2. Send checks, credit card transaction forms and completed membership forms

Exhibit Coordinator
 Weston A. Price Foundation
 4200 Wisconsin Avenue, NW, PMB #106-380
 Washington, DC 20016

You can keep left over items for future use. If you have more items than you want to keep, ask us for a return shipping label and we'll send a UPS label for you to return the materials.

A FULL-DAY OR WEEKEND SEMINAR OR CONFERENCE

Occasionally local chapters will host a speaker for a full-day or weekend seminar, or even hold a conference featuring several speakers and numerous exhibitors. The following are guidelines for those who wish to take on such an ambitious project:

- *Be sure to confirm your speakers and schedule with the Foundation.*
- Do not attempt a large event without plenty of help!
- First priority—set the date and work out details with your speaker or speakers regarding fees, speaking times, expenses, etc.
- Second priority—find a place to hold your event. Schools, churches and community centers are your best bet for low-cost space. The cost of holding your event at a hotel, university or conference center is usually prohibitive. Make sure the location has room for a large screen or a blank wall to accommodate Powerpoint presentations.
- Third priority—decide whether you will offer food at the event and if so, how the food will be prepared and served. This decision will depend on the space and facilities available at the location you rent.
- Fourth priority—work out a detailed and realistic budget that includes costs for the space, speaker fees and expenses, printing and publicity, food, rentals and audiovisual equipment. Your fees should be set to cover your costs with some leftover. For a full-day seminar, expect 50-75 attendees in a small, rural community, 100-200 in a larger community. For a conference featuring several speakers and exhibitors, you should budget for 100-200 in a small community, 200-400 in a larger community.
- The most effective way to publicize your event is through email lists, Meetup and Facebook—not just your chapter list and the Foundation’s email list, but the email lists of local like-minded organizations, holistic practitioners and exhibitors. You will need to put together an announcement that creates enthusiasm for the event and provides all the details. It should be in both Word and PDF format.
- Other publicity can include flyers at libraries, health food stores and other public places, articles and announcements in local newspapers, and radio interviews. Be sure to supply the WAPF Foundation with a detailed announcement in Word format that we can send out to members in your state and surrounding states. This should be done at least two months before the event.
- The right audiovisual setup is important. Speakers will need a good microphone and, if they are doing a Powerpoint presentation, will need a large screen or a blank wall. Ideally, the location will have a pull-down screen. If you need to rent a screen, make sure it is the largest possible. It is customary to supply a projector for the speaker, but many speakers have their own and can bring one to the event if necessary. Make sure you have the needed extension cords, long enough monitor cord (connecting the laptop to the projector), etc. It’s a good idea to set up and test the audiovisual equipment a day or two before the event.
- Printed Announcements—make sure they are accurate and printed in plenty of time for the event.

If you wish to mail announcements, the Foundation can supply mailing labels for one-time use.

- Having exhibitors is a good way to generate interest and help pay for the event. See guidelines for exhibitors below.
- If you are serving food, make sure it is simple and in accordance with WAPF guidelines. Any meal served at a seminar or conference should include butter!
- See “Exhibiting at Local Conferences and Fairs,” page 32, for further guidelines and ideas.

INSURANCE

In the US, The Weston A. Price Foundation can provide insurance for your event if the facility you are using requires it. Contact info@westonaprice.org with the name, date and place of the event, plus the contact name and fax number of the facility. We will fax a Certificate of Insurance to cover the event.

We are also set up to provide an insurance certificate for activities in Australia.

EXHIBITOR GUIDELINES

Appropriate exhibitors would include:

- Local farms practicing pasture-based and nontoxic farming. They need not be certified organic farms, but should be farming without toxic chemicals, and the animals should be outside on pasture.
- Any product listed in our Shopping Guide.
- Locally prepared foods or food prepared without industrial additives and according to our guidelines. Examples include sourdough bread, raw cheese, lacto-fermented sodas, broth-based soups and stews, and baked goods using natural sweeteners that follow WAPF guidelines. Products containing coffee, tea, chocolate and cocoa powder are not allowed.
- Nontoxic farming supplies including mineral supplements for animals, soil amendments, compost and compost teas, non-GMO and non-hybrid seed, soy-free animal feed, etc.
- Raw milk if sales are allowed in your state.
- Local holistic practitioners and dentists.
- Local consultants in the area of nontoxic farming, food preparation and lifestyle.
- Publishers selling WAPF-approved titles.
- Like-minded nonprofit organizations.

Be sure to provide exhibitors with very specific instructions regarding payment, set-up, clean-up, etc. And remember, if you are having exhibitors at your seminar or conference, you will need to schedule sufficient time during your program for attendees to visit the exhibits!

MEDIA OUTREACH

If you are going to the trouble of putting on a conference or seminar, you should try to get some media people there. Good public relations and media outreach can have a profound effect on people in your community. Here are some pointers for a successful media campaign:

- Compile a list of local media, such as newspapers, journals, radio and television.
- Compose an attention-grabbing press release. There is a specific type of style for press releases. Perhaps there is a media-savvy writer in your group who can compose one. If not, get all the ideas on paper and send it to the Foundation for free editing!
- Make sure the WAPF publicist gets your press release; we can get it out to major outlets in your

area.

- Call all local media outlets to pitch your story and invite them to the event—once again, some people are very good at doing this. The publicist for your event should give a short pitch and then fax or email the press release.
- It helps to have a celebrity person at your event, such as a well-known author, speaker, chef, farmer, restaurant owner or local food expert.
- Try to book radio and TV appearances about ten days before the event.
- Just before the event, call all your media people again and restate your invitation to attend.
- Be sure to follow up with thank you notes following the event.

RESOURCES FOR CHAPTER LEADERS

The following educational materials are available to chapter leaders, either as hard copy or in electronic format. Please visit the chapter leader resource page, <http://www.westonaprice.org/local-chapters/chapter-resources>, to familiarize yourself with the many items we have available.

- **Principles of Healthy Diets Booklet:** This comprehensive booklet outlines the principles of healthy diets and explains the main findings of Dr. Weston A. Price. It includes a membership form in the centerfold, which can be removed, filled out and given to the local chapter leader to send in to WAPF; or it can be sent directly to WAPF. Normally we give out the first booklet (or first several booklets) free of charge. Additional booklets cost one dollar, and we offer bulk rates for large orders. The booklet in pdf format is available at <http://westonaprice.org/brochures>.
- **Shopping Guide:** Our Shopping Guide lists WAPF-friendly food products available in the U.S., and is designed for use in health food stores, co-ops, supermarkets and for internet shopping. It is updated yearly. For additions, corrections or suggestions to the shopping guide, please email shoppingguide@westonaprice.org.
- **Informational Flyers:** Our informational flyers include A Campaign for Real Milk, Soy Alert!, How to Protect Yourself Against Cancer with Food, Dangers of Industrial Fats and Oils, Myths and Truths about Cholesterol, Butter is Better, Sugar Alert, Dangers of Vegetarianism and Veganism, Nutrition for Mental Health, Letter to Grandparents and Cod Liver Oil, Our Number One Superfood. They can be ordered from the office or printed out in pdf format. These pdf files are posted at <http://westonaprice.org/brochures>.
- **Healthy 4 Life Dietary Guidelines and Recipe Booklet:** This colorful illustrated booklet presents an alternative to the USDA Dietary Guidelines in the form of four food groups. It may be purchased in quantity from WAPF at a discount and sold for full price at chapter meetings.
- **Banners:** Our two WAPF pull-up banners can be produced for chapter use by a local printer. Or, we can loan these to you for exhibits. The files are posted at <http://www.westonaprice.org/local-chapters/chapter-resources-exhibiting>. Posted on the same page is a horizontal banner with the WAPF name and logo. It comes in two formats—with grommets for hanging behind a booth (whenever there is pipe and drape treatment) and without grommets for attaching to the front of an exhibit table.
- **Table Top Posters:** Our set of tabletop posters can be set up at meetings, at co-ops and stores, and in the offices of health practitioners. If you agree to run a WAPF booth at a local fair or exhibit, you will receive a set of these posters for your booth, which you can keep and use at chapter meetings. You can also download the files at <http://www.westonaprice.org/local-chapters/chapter-resources-exhibiting> and have them printed on posterboard, although it is probably more cost effective to order them from WAPF.
- **Powerpoint Presentations:** The seminars *Nourishing Traditional Diets* and *The Oiling of Amer-*

ica are available to print free of charge at newtrendsPublishing.com/NTDVD/index.php and newtrendsPublishing.com/OOA/index.php. A new updated version of the Traditional Diets Seminar, designed by Sandrine Hahn, is posted at the chapter leader resource page, <http://www.westonaprice.org/local-chapters/chapter-resources>. The DVD can be obtained from the WAPF DVD lending library or purchased from NewTrends Publishing. The presentation may be divided into seven individual talks, which can be given as part of evening classes and/or potluck dinners.

- **Reprints:** We have reprinted an expanded version of our Summer 2005 *Healthy Baby* issue and also compiled a special *Heart Disease* reprint. The list price is \$12; chapter leaders may order 10 or more at \$6 each and resell them at meetings and events.
- **Back Issues of *Wise Traditions*:** We have a number of recent magazine back issues. The list price is \$12 but chapter leaders may purchase 10 or more for \$6 each and resell them at meetings and events. While supplies last, there are some you can get for free, email info@westonaprice.org.
- ***Nutrition and Physical Degeneration*:** Weston A. Price's classic work is available in cases of sixteen from the Price-Pottenger Nutrition Foundation, contact (619) 462-7600 or info@price-pottenger.org. You can purchase the case at a discount and resell at full price to make a profit for your chapter.
- **Books and DVD sets from NewTrends Publishing:** NewTrends gives a 40-50 percent discount on case orders for *Nourishing Traditions*, all other books available from NewTrends Publishing and 10 or more of the DVDs. Contact (877) 707-1776 or newtrends@kconlineinc.com.
- **Other Books:** You are welcome to sell any book that has received a Thumbs-Up review. Often they can be purchased by the case from the publisher. In particular, Chelsea Green publishes many books that are WAPF-friendly, such as *Wild Fermentations* by Sandor Katz, and *Full Moon Feast* by Jessica Prentice.

FINANCING CHAPTER ACTIVITIES

Serving as a local chapter leader should not require a lot of money, or any money at all. Compiling your Food Resource List, setting up an internet discussion group, or using our template to create a website involve donations mostly of time rather than money.

As stated earlier, we do not require “memberships” in local chapters, in fact, our by-laws specifically prohibit the requirement of membership to participate in chapter activities. You may not charge dues or fees for participation in meetings, potlucks or demonstration classes. Of course, you can always ask for donations at these events to cover the costs—which should be minimal.

You may, however, charge a fee for printed newsletters, seminars featuring paid speakers, and cooking classes requiring expenditures on food or speaking fees, but it is a good idea to allow a few work-scholarships for such events.

SELLING PRODUCTS

A few enterprising chapters have come up with unique products to sell to support their chapter activities. The Eugene, Oregon chapter makes beautiful, hand-turned wooden kraut pounders (see www.krautpounder.com). Other ideas include a local chapter cookbook, a colorful poster featuring local farms, a calendar, attractive local chapter labels for homemade products, and cultures for kombucha or raw milk products. Some chapters also sell approved food products such as coconut oil or cod liver oil.

Another idea is to record talks given by guest speakers at chapter meetings and sell them (with the speakers’ permission, of course) as CDs or DVDs.

One enterprising chapter has been able to raise one thousand dollars per year purchasing cod liver oil, coconut oil and other WAPF-friendly books and products and selling them at their meetings at a 5 percent markup. The chapter sells the same products for a 20 percent markup when they have a booth at local conferences and fairs. The monies raised pay for one conference registration for a chapter leader and are also donated to WAPF and the Farm-to-Consumer Legal Defense Fund.

Please note that if your chapter sells a food product such as coconut oil or cod liver oil, it is very important to refrain from making health claims for your product on your website or in written materials.

BANK ACCOUNTS

For normal chapter activities, you can set up a checking account in your own name, which will allow you to keep the chapter finances separate from your personal finances. Please do not run your chapter finances through a personal business account—it’s important to keep the books separate.

If your chapter wishes to engage in activities requiring local funding, or activities that would incur considerable expense (such as a conference), or if someone would like a tax deduction for a large contribution to your local activities, you can set up a “doing business as” (DBA) account in your name and the name of the Foundation, one that allows you to take advantage of our tax exempt status. If you would like to do this, please let us know and we will send you guidelines. You will be required to sign a simple contract with the WAPF and submit a financial report at the end of each year. However, we need to emphasize the fact that for most local chapters, a personal bank account will suffice.

Please note that WAPF shall not be responsible for any debt or financial obligation incurred by a local chapter.

SUMMARY OF IMPORTANT POINTS

- Serving as a chapter leader is a volunteer activity; chapter leaders are not paid for their service.
- Though they are beneficial and appreciated, you are not obliged to host activities or meetings.
- Participants in chapter activities are not required to be members of WAPF (but chapter leaders are).
- Chapter meetings are open to all, regardless of race, gender, religion or political persuasion.
- Please return your yearly chapter report in a timely manner.
- Chapters may not campaign for any political candidate or party; to do so would jeopardize our tax-exempt status.
- For speakers at meetings, please get approval from WAPF headquarters, unless the speaker has spoken at our conference, has written a book that has received a Thumbs Up review, or is a visiting chapter leader.
- Contact outreach@westonaprice.org if you would like to exhibit at a conference or fair.

NOTES