

The Vermont Agency of Ag in collaboration with the Department of Tourism are running a buy local campaign this holiday season.

[You can find the application for BOTH retailers and makers to apply here.](#)

The application closes Wednesday, November 18 at 5:00pm.

The eligibility criteria are below.

Producers/Maker Eligibility:

To be eligible to participate in this program, applicants must:

- be headquartered in Vermont
- produce product that:
 - is primarily made/transformed in Vermont
 - aligns with a product category that is part of this program
 - is suitable for gifts
 - sell products online
 - be willing and able to offer a 10% discount via a code (to be provided) and be willing to share information about the code's usage at your online store
 - be able to ship products within the U.S. (There is an exception for products with limited distribution due to federal and/or state regulations.)

Merchants/Retailers Eligibility:

To be eligible to participate in this program, applicants must:

- be headquartered in Vermont
- have a physical store location in Vermont
- offer products that:
 - are suitable for gifts
- align with one or more product categories that are part of this program

For questions please contact Senior Market Development Specialist Lauren Masseria at lauren.masseria@vermont.gov