

Initial Application for use:



“SURI SIMPLY STUNNING” BRAND MARK

The goal for the brand mark program is to promote awareness of the unique qualities that distinguish Suri alpacas and Suri fiber products as “Simply Stunning.”

The objective of this program is to create recognition of Suri as a natural fiber with specific characteristics of softness, luster, warmth, and adaptability in a wide variety of products. This will be beneficial for marketing your breeding program, the fiber produced, and to make high quality Suri products.

Applicant Name

Farm/Ranch or Business

Physical Address

Email Phone

Please complete the following and submit with the appropriate fee payment. Applicants will be granted an annual license for use of the “Suri Simply Stunning” Brand Mark as outlined below.

Current Members of the Suri Network (Full Membership Only)

Annual Use Fee Included in Membership

Non- Members

Annual Use Fee \$250.00

Tell us about one of your products



The Suri Network is committed to growing market awareness of Suri alpaca fiber to the end consumer. Awareness requires outstanding products that exhibit the specific attributes of Suri fiber at its best and which carry the Brand Mark. The Suri Network is seeking success stories to inspire the innovation required to develop a successful product. Please share your story and attach a photo of the product.

Please check one of the following:

<input type="checkbox"/> I authorize the Suri Network to share this information with the Product Development Committee	<input type="checkbox"/> I do not have a product to share
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Product Description:

Educational Assistance

List any educational experiences you completed for development of the product _____

List any educational experiences you would have liked to have had to better develop or market the product _____

Fiber Grading and Sorting:

Was the fiber for this product graded and sorted?

NO YES, please list who did the grading and sorting _____

Criteria for the Product:

Check, if an important part of the product and explain why

Color _____

Fiber Length _____

Micron or Grade _____

100% Suri _____

Blend: What type and percentage(s)? _____

Luster _____

Outcome:

Please describe general market reaction and anything you would do differently

Tell us about your animals (If you currently own them)



Representative Suri Fiber comes from quality Suri Alpacas. This program is committed to the health and responsible reproduction of the Suri Network Breed Standard:

The ideal Suri alpaca is the epitome of true alpaca type with a distinctive elegant profile, perfect head, and outstanding conformation. Suri Network members strongly believe that it is important to preserve the purity of the Suri genotype by breeding Suri males to Suri females. The Suri fleece exhibits highly aligned, draping locks of high luster, fine, slick and cool handling fiber.

Use of Tools Available:

Tool	Directions and documentation criteria	Past 12 months
Histograms	Enter number of Histograms.	
AOA EPD's	Enter number of histograms released to the AOA EPD program	

Tool	Directions and documentation criteria	Past 12 months	Prior years
SKIN BIOPSIES	Enter number of Skin biopsies.		
SHIP	Year of evaluations and include number of animals evaluated. If more than one SHIP evaluation in the past, list each.		

Note: Skin Biopsies and SHIP evaluations from prior years remain relevant as a tool

Shows	List Shows attended	Past 12 months
Halter		
Walking Fleece		
Fleece		
Spin-off		
Cottage		



Goals

What if you currently do not use any of the tools above?

List which tools you want to start using and your short-term goals.

Breeding and Fiber Goals:

List your breeding goals and desired outcomes for fiber and conformation (for example-Do Histogram tests on all breeding stock).

Commitment and Use Requirements



Commitment:

Use of the "Suri Simply Stunning" Suri Brand Mark represents a shared commitment to:

- Preserve the purity of the Suri genotype by breeding Suri alpaca males to Suri alpaca females;
- Actively managing breeding programs to produce lustrous, uniform fiber through breeding choice, quantitative data, and responsible animal husbandry;
- Protecting and preserving the health and conformation of the Suri alpaca herd;
- Promoting the inherent qualities of Suri fiber and pursuing the production of consistent high-quality fiber and products that best represent Suri fiber;

I, _____, representing _____, share this commitment to the Suri breed through my actions as a breeder, fiber producer, or in buying or using Suri fiber.

Use Requirements:

The Suri Network owns all rights to the "Suri Simply Stunning" Brand Mark including its use and presentation.

The Suri Network may license the use of the "Suri Simply Stunning" Brand Mark to members or others that demonstrate a shared commitment to the program and follow the certification requirements.

The license for use is revocable for non-compliance with the program, lapse of membership, lapse of non-membership annual use fee payment, or alteration, misuse, or fraudulent display of the Brand Mark.

The Brand Mark consists of the entire "Suri, Simply Stunning" graphic. The Suri Network will provide authorized users Suri Brand Mark Graphics in color and black and white styles and in a limited variety of graphic formats determined by the Suri Network. These files may be updated on an annual basis. The Suri Network retains all rights to all versions, and no superseded version may be used in any way.

The Brand Mark can only be used by approved licensees:

- To promote their farm/ranch or other Suri business
- By breeders to distinguish themselves as "Suri Simply Stunning" breeding programs
- For fiber purchased from a Suri Network member
- On products that contain Suri fiber
- The "Suri Simply Stunning" Mark must be used along with the licensee's farm/ranch or business name, products that have the "Suri Simply Stunning" mark only are licensed exclusively to the Suri Network.

I, _____, representing _____, have read, understood, and agree to the requirements for use of the "Suri Simply Stunning" Brand Mark.

Office Approval: _____

Date: _____ Membership year: 2019/2020