

# FAIR FOOD MEMBER BENEFITS

## Detailed listing in the 2011-2012 PHILADELPHIA LOCAL FOOD GUIDE

This year's guide will be at least 32 pages, full color, stitched and trimmed with distribution throughout the city of Philadelphia.

Total Circulation: 50,000

The Local Food Guide will also be available online at [www.fairfoodphilly.org](http://www.fairfoodphilly.org).

## BUSINESS LOGO & LINK ON FAIR FOOD'S WEBSITE

Fair Food will feature your logo and a link to your website on [www.fairfoodphilly.org](http://www.fairfoodphilly.org).

## ACCESS TO FAIR FOOD MEMBER PROMOTIONAL MATERIALS

Usage of the Fair Food logo for both print & web, to identify you as an active

Fair Food member

"Local Food" materials to display in your business

Fair Food informational media kit

## CONSULTING SERVICES

Fair Food's extensive database of farmers has helped hundreds of businesses effectively and efficiently source local products. Members receive a one-on-one site visit/consultation on connecting with local farmers and marketing your local products. This service is valued at \$125/hour.

## ACCESS TO THE BUY FRESH BUY LOCAL TOOLKIT

As a Fair Food member, you will automatically become a Buy Fresh Buy Local member. Now in its 10th year, Buy Fresh Buy Local (BFBL) is a highly successful consumer campaign to promote locally grown food with 76 chapters nation-wide. With membership you will receive a BFBL Toolkit containing a CD with electronic versions of the label, logo, poster template, and more. Also included are food-safe stickers with the small version of the Buy Fresh Buy Local logo, ideal for labeling items in a retail setting and Buy Fresh Buy Local bumper stickers.

## PROMOTION OF EVENTS AND TASTINGS FEATURING LOCAL FOOD & BEVERAGE

Fair Food will promote events featuring local food & beverage in our weekly Fair Food Farmstand e-newsletter that reaches over 3,500 readers.

## THE 2011-2012 PHILADELPHIA WHOLESALE GUIDE TO LOCAL FARM PRODUCTS

Currently in production, this wholesale guide will list all the farms and food producers serving the Greater Philadelphia area. Listings include product lists, growing methods, and other information pertinent to the wholesale buyer.

## FREE ADMISSION TO THE ANNUAL CHEFS AND BUYERS FARM TOURS

Each summer, as part of our Farm Tour series, Fair Food organizes a tour specifically for wholesale buyers. This "industry-only" event includes a tour of 2-3 farms and a Local Food picnic lunch.

## ADMISSION TO THE ANNUAL LOCAL GROWER/LOCAL BUYER EVENT:

Fair Food holds its annual Local Grower/Local Buyer event each spring. As the region's largest local food expo, this event brings chefs, caterers, grocers, and food service providers together with local farmers and food producers for an evening of networking and planning for the upcoming season.



Dedicated to bringing locally grown food to the marketplace and to promoting a humane, sustainable agriculture system for the Greater Philadelphia region.

## OUR PROGRAMS

- Double Dollars
- Fair Food Farmstand
- Farmer and Buyer Consultation
- Farmer Outreach
- Farm to Institution

## OUR EVENTS

- Brewer's Plate
- Farm Tour Series
- Local Grower Local Buyer

## OUR CONSUMER CAMPAIGNS

- Buy Fresh Buy Local
- Heritage Breed Education Project

## OUR PUBLICATIONS

- Philadelphia Local Food Guide
- The Wholesale Guide to Local Farm Products

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