

“Buy Local” workshops presentation outline

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Scroll through some photos of other “buy local” marketing campaigns from other states, showing retail, farmers market, different graphics, etc

1. Why do a “Buy Local” campaign?
 - a. To capture the value of local foods. Local foods can only command their price premium if people know they are local and understand why they have higher value
 - b. To educate. Educating students and parents, grocery shoppers, or targeted audiences on the benefits of local food.
 - c. To identify. After people understand local foods and know their value, they need to find local foods.
 - d. This can be summed up as a “brand name”. Positive brands make the consumer feel comfortable and welcome through education and identification.
2. Where do a “Buy Local” campaign?
 - a. Farmers Markets
 - b. Direct sales outlets
 - c. Restaurants
 - d. Grocery stores/Retail outlets
 - e. Schools
3. How do you conduct a campaign
 - a. Settle on your message: What are you trying to say about your region and your food?
 - i. Make it brief, and understandable
 - ii. Be very consistent
 - iii. Choose a good graphic
 - b. Settle on your venue
 - i. Not necessarily where you’d like to increase sales, but where you can increase sales
 - ii. What do you have the supply for? Are grocery orders too large? Do you have the processed product a hospital needs?
 - c. Settle on your outreach strategy
 - i. Events
 - ii. Print advertising
 - iii. Word of mouth or community groups/ advocacy
 - iv. Key partners
 - v. Web-based
4. Buy Fresh Buy Local Southern Wisconsin case study
 - a. Why
 - b. Where
 - c. How
 - d. Results