



## Become an Institutional Fair Food / Buy Fresh Buy Local Member

“Buy Local!” has become the new mantra of community-minded individuals, businesses and institutions throughout our nation. Even the Oxford University Press agrees; the 2007 Oxford New Word of the Year is “locavore.” Fair Food, a program of White Dog Community Enterprises, is the Greater Philadelphia Chapter Coordinator for the national Buy Fresh Buy Local campaign.

For the past five years Fair Food / Buy Fresh Buy Local membership has been offered to outstanding Philadelphia area businesses dedicated to buying local. Membership entitles your organization to inclusion in the Local Food Guide and use of the widely recognized Buy Fresh Buy Local brand. We continue to receive overwhelming feedback from our members that these benefits position them at the forefront of the local food movement and drive food savvy consumers to their businesses.

We appreciate your dedication to promoting locally produced ingredients and products on campus. This year we are pleased to extend Fair Food / Buy Fresh Buy Local membership to local institutions who have gone above and beyond to source, serve and promote local food to their customers. To be eligible for Institutional Fair Food / Buy Fresh Buy Local Membership, your organization must currently offer one or more\*\* of the following:

- A least two locally\* raised/grown products or ingredients throughout the growing season (May through October) in any food service outlet
- A Farmers Market on campus
- A Farmstand on campus with farmer and growing methods clearly identified and an acceptable level of customer education about local food
- A Workplace CSA
- At least two Local Food dinners per year that serve students and staff (At least 50% of the dinner's content must be sourced locally)

*\* As agreed by the Farm to Institution Working Group “local” is defined as food that is sourced from family-owned farms within a 200-mile radius, or from the state in which your institution is located.*

*\*\* Exceptional local buying programs (those that fulfill two or more criteria) will earn the designation “Farmer's Friend” in the Local Food Guide.*

Fair Food is a program of White Dog Community Enterprises. We help create, strengthen, and connect locally owned businesses and farms that provide essential human needs to our region; support minority entrepreneurs in this new economy; and educate the public about the benefits and responsibilities of building a local living economy.



## **The Value of Fair Food / Buy Fresh Buy Local Membership**

With a Fair Food /Buy Fresh Buy Local membership you will receive the benefits outlined below as well as provide much needed support for the Fair Food program. With your support we are able to continue our leadership of the Farm to Institution project and many other valuable projects that connect local family farmers to businesses and consumers in the Philadelphia region. For more information please visit [www.whitedogcommunityenterprises.org](http://www.whitedogcommunityenterprises.org).

As a member you will receive a **detailed listing in this year's extremely popular Philadelphia Local Food Guide**. Each year 60,000 guides are distributed as a special insert in a June edition of the Philadelphia City Paper. 15,000 additional guides are also strategically distributed at farmers markets and businesses supporting the campaign. The Local Food Guide has a longer shelf life than most other supplements, as the information it contains is not available elsewhere, and is in high demand. Last year we ran out of guides by October! The Local Food Guide is also available online at [www.localfoodphilly.org](http://www.localfoodphilly.org).

This year's Guide will be 20 pages, full color, stitched and trimmed with 10 pages dedicated to Philadelphia area farms, CSAs, restaurants, grocery stores, and now institutions, who offer local food. Space in our printed guide is limited and members will be listed on a first come, first serve basis. Institutional listings include 30-50 word descriptions and potential logo placement.

Institutional members are also entitled to use the **Buy Fresh Buy Local logos and decals** with Fair Food approval. The Buy Fresh Buy Local (BFBL) Campaign is part of a national initiative to promote food grown by local family farmers to consumers. Our national partner invested over \$300,000 to test and develop materials and messaging that would draw consumers to buy locally grown food (Buy Fresh Buy Local logo). The results have been impressive. We've received high praise from businesses and farmers who have joined our campaign and used these marketing materials.

Fair Food is one of ten founding Buy Fresh Buy Local chapter organizations. Since our inception in 2001, Fair Food has built a base of thousands of consumers who go out of their way to Buy Fresh Buy Local! What's more, the movement is spreading. There are now nine Buy Fresh Buy Local chapters throughout PA and 45 chapters nationally and internationally. There is no better way to let people know that you support Fair Food and local family farmers than by becoming a Fair Food / Buy Fresh Buy Local Member.

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## **Annual Institutional Membership Levels and Benefits:**

### **Breadbox - \$500**

- Listing in the Philadelphia Local Food Guide (print and online) – This is available to you ONLY if you are currently buying locally\*. The listing includes your business name, location, contact info, website address and a 30-word description of how you source, serve or promote local food on campus.
- Member's Only online-access to the Fair Food Wholesale Guide – listing local farmers who sell to wholesale markets
- BFBL Toolkit \*\*\* – including membership label, BFBL label and logo, ad and poster templates, fonts, colors, messaging

### **Bushel - \$1000**

- Listing in the Philadelphia Local Food Guide (print and online) – This is available to you ONLY if you are currently buying locally\*. The listing includes your business name, location, contact info, website address and a **50-word description of how you source, serve or promote local food on campus and logo placement.**
- Member's Only online-access to the Fair Food Wholesale Guide – listing local farmers who sell to wholesale markets
- BFBL Toolkit \*\*\*, including membership label, BFBL label and logo, ad and poster templates, fonts, colors, messaging

### **Pallet - \$1500 (limited for maximum exposure)**

All of the Bushel Level benefits, plus...

- Your logo in 2 City Paper ads – one in June and one in July (readership is 100,000)
- Logo on all Buy Fresh Buy Local Week marketing materials including: Professionally designed and printed, full-color Buy Fresh Buy Local Week “listing of events” flyer (enclosed), media packets, programs and posters. These materials will reach thousands of consumers
- Your business will be noted as a Pallet Institutional Member at all Buy Fresh Buy Local Week major events.
- Logo listing on the weekly “At the Fair Food Farmstand” email distributed to our database of over 2500 customers and local food advocates
- Listing on White Dog Community Enterprises website as a Pallet Institutional Member
- Multiple sponsorship opportunities during Buy Fresh Buy Local Week in July

**To join, fill out the enclosed application and follow the instructions on how to submit.**

**Questions about membership? Contact Deborah Bentzel:**

**215.386.5211 x102 or [deborah@whitedog.com](mailto:deborah@whitedog.com).**

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*\*\*\* Use of any Buy Fresh Buy Local materials must be approved by Fair Food before going to print.*

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