



BUY FRESH BUY LOCAL ILLINOIS

PARTNERSHIP OPPORTUNITIES

THE MOST TRUSTED GUIDE TO LOCAL FOOD IN ILLINOIS



OUR MISSION



Buy Fresh Buy Local Illinois is a statewide local food and farm marketing project. Our mission is to build vibrant, resilient, and just local food systems across the state by promoting local food and providing the highest level of transparency and traceability to the public. We value diversity, equity, and sustainability in all its forms and applications across the food system.



1,500 miles

The average number of miles that food travels before it reaches your grocery store shelf. It typically spends 4-7 days in travel and must be picked before it is ripe, compromising freshness, cost, and flavor.¹



15.4 cents

The decline of rural Illinois towns and villages parallels the decline of the farmers' share of each dollar spent on food, from over 40 cents in the 1960s to 17.4 cents today. Buying direct from farmers instead of retailers or distributors insures farmers receive every penny.³



\$2.4 Billion

The amount that would be reinvested in the Illinois economy if every Illinois household dedicated just \$10 of their weekly grocery budget towards products raised in our state.⁵



95%

The percentage of food that Illinois imports. That means 95% of the money that Illinois residents spend on food is sent out of state instead of being kept in our local economies.²



70%

The percentage of the American diet made up of processed foods. Farm stands and farmers markets increase access to fresh produce and proteins and encourage healthier food choices.⁴

1. 100 Days of Real Food 2. Illinois Food, Farms, and Jobs Report, (pg. 7) 3. National Farmers Union 4. The American Journal of Clinical Nutrition 5. Illinois Department of Agriculture

OUR BRAND

Buy Fresh Buy Local is a nationally trademarked brand launched in 2005. Before launching the brand went through rigorous market analysis and testing for audience approval. The brand has been operating in Illinois for the past 12 years, building loyalty, recognition, and support among a broad base of shoppers as Illinois' most trusted guide to local food and farms.

YOU'VE GOT A COALITION ON YOUR SIDE

Buy Fresh Buy Local Illinois is led by a powerful coalition of 10 food and farm organizations across the state committed to growing the local food economy in Illinois. When you sponsor and advertise with us, you'll have a coalition at your back, supporting your business, sharing your content, and growing your reach to audiences across the state that care about food, farms, and their community.



FAMILY
- FARMED -



**WE'RE GROWING A MOVEMENT,
WILL YOU JOIN US?**

REACH YOUR AUDIENCE WITH US

Buy Fresh Buy Local attracts an audience of shoppers that is civically engaged, health conscious, and food motivated. They have higher than normal average income, they care about the overall well-being of their community and their environment, and when they travel, they look for culinary and cultural opportunities.

45%

women

51%

have an income greater than \$75,000

45%

have an environmental activist score of 60 or higher

31%

age 35-44



"Just recently, my eight year old daughter has taken a real interest in cooking, and loves to help my shop for the ingredients we use to make healthy meals. With the help of the Buy Fresh Buy Local guide we are able to find these ingredients locally and it is fun to see my daughter take an active part in what we decide to eat on a regular basis as a family."

Erica Beeman, Accountant



"Trying to eat local and healthy can be a daunting task. I often feel misled at some of the big box stores-- whether it be trying to find local food or trying to stick to paleo options. The BFBL Illinois directory leaves little to question when it comes to finding whatever it is I'm in search of, particularly with eggs and grass fed meat options."

Neal Proctor, Construction Manager



"Buy Fresh, Buy Local makes it easier to connect with sources of healthy food like grass-fed, antibiotic-free, organic meats and herbs from farms like Healing Acres Farm or John and Emma's Place. Love the recipes and special tips loaded inside. I'm proud to shop directly with hard-working people knowing they are putting the best care in producing good food and have my best interest at heart."

Jacqueline Jarju, Culinary Student

- **Civically engaged:** Our audience recognizes that they are part of a larger social fabric and see their purchasing power as a way to address social issues. They feel connected to community, both locally and globally and they are actively looking for ways to put their values into action through their consumer choices.
- **Health Conscious:** Our health conscious audience takes personal, proactive responsibility for their health and views. They feel that food is a strategic part of feeling nourished in the mind, body and soul. This audience spends time outdoors, enjoys exercise, reads product labels, and feels that nutrition is part of a lifestyle.
- **Food Motivated:** Our audience is passionate about cooking and places importance on the value of meal time for the family. Variety and selection are important elements of their food shopping experience. The home cook values high quality and is willing to expend time and resources for it.

REACH YOUR AUDIENCE WITH US

PRINT & DIGITAL DIRECTORY

ABOUT THE DIRECTORY

The Directory features 80+ pages of content and stories to help connect the public to local food.

ABOUT PRINT DISTRIBUTION

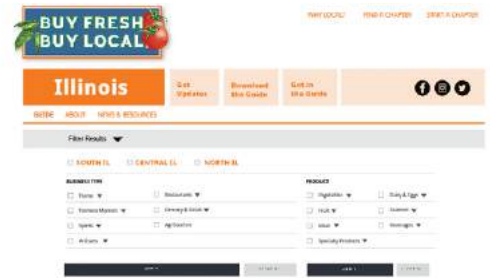
The Print Directory reaches over 30,000 homes and businesses and is distributed through a network of partners including:

- food and farm organizations
- farmers markets
- retail grocers
- restaurants
- institutions
- farm stands

This year we are working to expand distribution through a network of healthcare providers, highway rest stops, visitors bureaus, car rental companies, and realtors associations.

ABOUT DIGITAL DISTRIBUTION

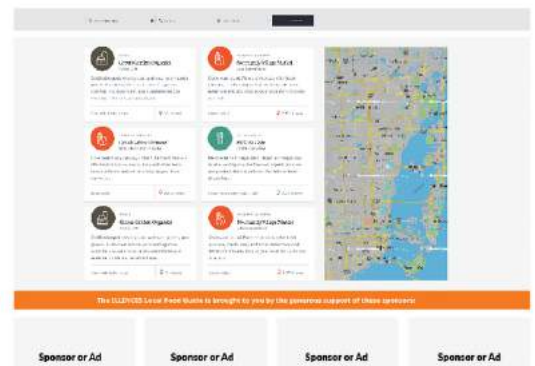
A PDF version of the print directory is available for download on our website. All ads in the PDF Directory contain working links. The PDF Directory is promoted through our newsletter and social media marketing throughout the year.



NEW WEBSITE



BFBL is launching a new website this year in partnership with MarketMarker and Buy Fresh Buy Local National. The website will be one of the first of its kind in the nation, with a savvy, user-friendly interface that allows users to search our online directory of local food by product, by farming practice, and by location. The site will engage audiences with fresh content, news, and stories regularly published through a web blog. In addition, we'll work to drive shoppers to the website through quarterly marketing campaigns, our BFBL social media pages, our shopper e-newsletter, and our coalition of partners.



30,000
print
directories
distributed

100,000*
website
views
expected in
2020

10,000*
social media
followers
expected in
2020

5600+
Newsletter
Subscribers

10
Coalition
partners
dedicated to
marketing

PRINT & DIGITAL DIRECTORY BUSINESS LISTING

FARMS: \$50

Eligibility: Any farm in Illinois or neighboring states that markets their products in Illinois.

- Listing in print directory which includes farm name, farmer name, city, farm practices, product categories, and sales avenues
- Icon on regional map in print directory

FARMERS MARKETS: \$50

Eligibility: Any farmers market in Illinois.

- Listing in print directory which includes market name, city, days and hours, producer only designation if applicable, SNAP/LINK programming if applicable
- Icon on regional map in directory

FARM-TO-TABLE RESTAURANTS: \$100

Eligibility: Any locally-owned restaurant in Illinois that buys from at least one Buy Fresh Buy Local farmer.

- Listing in print directory which includes business name, city, type of restaurant (i.e. food truck, restaurant, caterer, coffee shop), price symbol, farmer affiliations
- Icon on regional map in directory

LOCAL FOOD GROCERS and CO-OPS: \$100

Eligibility: Any locally-owned retailer in Illinois that buys directly from at least three Buy Fresh Buy Local farmers.

- Listing in print directory which includes business name, city, type of retailer (co-op, locally-owned grocer, butcher shop), farmer affiliations
- Icon on regional map in directory

LISTING ADD-ONS



PREMIUM LISTING: \$100

Tell your customers more about your business and why it's awesome with an additional 50 word description to place next to your business listing.



SHOWSTOPPER LISTING: \$250

Grab readers' attention with a photo or ad to place next to your listing (1/16 pg). Showcase your farm-fresh products, your delectable dishes, or your friendly faces; or showcase an ad or coupon to draw customers to your business.

PRINT & DIGITAL DIRECTORY ADVERTISING PACKAGES



HEIRLOOM PACKAGE: \$10,000

An heirloom seed, much like our Heirloom partner, is rare and wonderful. Grown to be uniquely adapted to their space, an heirloom seed instills beauty, diversity, and a sense of place to their home and community.

- Full page back cover
- Listed as premier partner in all press releases
- Logo and link featured prominently on partner section of website



BRASSICA FAMILY PACKAGE: \$2,500

- ½ pg (6.875 x 4.75)
- Logo and link featured on partner section of website



NIGHTSHADE FAMILY PACKAGE: \$1,000

- ¼ pg (3.375 x 4.75)
- Logo and link featured on partner section of website



CUCURBIT FAMILY PACKAGE: \$500

- ⅓ pg (3.375 x 2.25)
- go and link featured on partner section of website

➔ You could be here



FILE REQUIREMENTS

- The Print Directory is perfect bound. Trim size is 8.25" x 10.875"
- File Format for Ads: PDF (no crop marks)
- Resolution: 250-400dpi (dots per inch)
- Color: CMYK
- File Format for logo on website: PNG with transparent background

AD DESIGN

Need assistance creating your artwork?

Let us help! For a flat fee of \$100 we'll create a professional designed, high quality ad.

PRINT & DIGITAL

PREMIUM PACKAGES



DIVERSITY PARTNER PACKAGE- \$5,000

1 Full Page

This package is for those that wish to promote and showcase the variety, depth, and diversity of farmers and farming practices across Illinois. As a diversity partner, you'll get to choose a category of farm or farming practice that you'd like to support, and we'll create a beautifully designed "list" of all the farms that fit that category. Choose from the following lists to sponsor, or let us customize a list just for you.

- Veteran-Owned Farms
- Farmers of Color
- Women Farmers
- LGBTQ Farmers
- Certified Organic Farms
- Grass-Fed Beef Farms
- Animal Welfare Approved Farms
- Don't see what you're looking for? Let us customize a list just for you!

ALL PREMIUM PACKAGES FEATURE:

- A beautifully designed page of content which will be published in the directory with your business/organization name and logo incorporated
- This same content will be formatted into a web article for the Buy Fresh Buy Local blog with your business name, logo, and link.
- Web article will be shared through Buy Fresh Buy Local shopper newsletter, social media, and partner coalition.
- Logo and link featured prominently on sponsor section of website.



Partnering with us means supporting family farms and local food businesses

PRINT & DIGITAL

PREMIUM PACKAGES



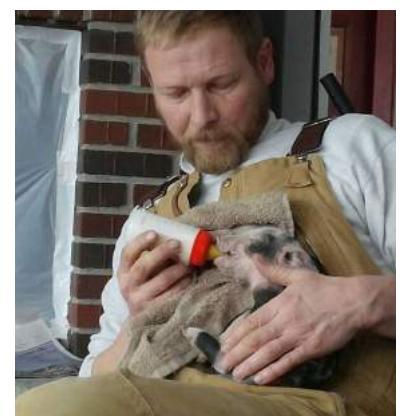
WILDFLOWER PARTNER PACKAGE- \$5,000 1 Full Page

For foundations, organizations, businesses, and companies that want to grow the local food movement by sponsoring great stories, inspiration, and content related to local food & farms. Like wildflowers, these beautifully-designed pages will spring up throughout the directory and appear native to the space. This content will also be shared widely through the BFBL web blog, newsletter, social media, and through our coalition of partners. Choose from the following content to sponsor or let us customize something that showcases the great work you are doing to grow the local food economy:

- Stories about farmers and how you serve or support them
- Stories about local food programs or projects that you care about
- How to Buy a Whole Animal
- Why Buy Local
- Seasonal Recipes
- Purchasing Tips: Know the Labels
- Know your farmer, chef, and grocer: questions to ask
- Seasonality Chart
- Don't see what you're looking for? Let us customize content just for you!

ALL PREMIUM PACKAGES FEATURE:

- A beautifully designed page of content which will be published in the directory with your business/organization name and logo incorporated
- This same content will be formatted into a web article for the Buy Fresh Buy Local blog with your business name, logo, and link.
- Web article will be shared through Buy Fresh Buy Local shopper newsletter, social media, and partner coalition.
- Logo and link featured prominently on sponsor section of website.



Partnering with us means growing a
happier, healthier Illinois

PRINT & DIGITAL

NON-PROFIT PARTNER PACKAGE



ROOSTER PARTNER: \$250

For non-profit organizations and community groups that can't wait to crow about local food.

- Logo in partner section in the print directory
- Name and location on "partner map" in the print directory
- Use of BFBL Partner Badge/Logo for your website
- Access to free digital marketing campaign materials (customizable press releases, social media blurbs and graphics, email content, etc.) that you can use to help support local food and drive demand for local food in your community: Example: Downloadable package of Eat Local Challenge Marketing Materials
- Package of digital recruitment materials (customizable press release, social media blurbs and graphics, email content, etc.)
- Ability to market your events/program in industry/shopper newsletter (terms TBD by Steering Committee)
- Box of BFBL Directories for your office or for tabling events
- Invitation to participate in and direct BFBL Sub-Committee work

Financial assistance available for non-profit organizations or community groups with an annual budget under \$250,000. Contact Molly at molly@ilstewards.org



MAKE AN IMPACT AS A PARTNER

Contact Information:

Contact Person Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Directory Listing

Farm: \$50 Farmers Market: \$50 Restaurant: \$100 Retailer: \$100

Directory Listing Add-Ons

Premium Listing: \$100 Showstopper Listing: \$250

Partnership Opportunities

Heirloom Partner: \$10,000 Brassica Family Partner: \$2,500 Non-Profit Partner: \$250
 Diversity Partner: \$5,000 Nightshade Family Partner: \$1,000
 Wildflower Partner: \$5,000 Cucurbit Family Partner: \$500

\$ _____

**Total Amount
Intended**

Check Included
Make checks payable to Buy Fresh Buy
Local Illinois. Mail checks to Illinois
Stewardship Alliance, 230 Broadway
Suite 200, Springfield, IL 62701.

Flex payment
Flex Payment options available.
Please contact Molly Gleason at 217-
528-1563 or molly@ilstewards.org

Logos:

Logos should be high quality PNG files with transparent backgrounds. Please email logos and ad designs to Molly at molly@ilstewards.org.

Deadlines:

In order to be included in the 2020 Directory, all payment, logos, and artwork must be submitted by April 1, 2020.

Your Impact:

The proof is in the pudding. When you partner with us, we'll provide an annual report detailing the impact of your partnership and reach of your advertising. The report may include but is not limited to:

- Print directories distribution reach and a list of distribution outlets
- Digital directory downloads
- Unique website visits annually
- # of farms and local food businesses impacted

For additional information or needs, contact Molly Gleason at molly@ilstewards.org or 217-528-1563

To complete payment form online visit buyfreshbuylocalillinois.org

JOIN OUR COMMUNITY

- Put your brand on the map next to the farms, markets, and local food businesses across the state.

- Increase your visibility in front an engaged audience that cares about and supports local businesses

- Enjoy year-round viewership in our print and digital directory and website

- Enhance your business image with our trusted brand

- Grow the health and wealth of your community

