



BUY FRESH BUY LOCAL ILLINOIS

NON-PROFIT 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



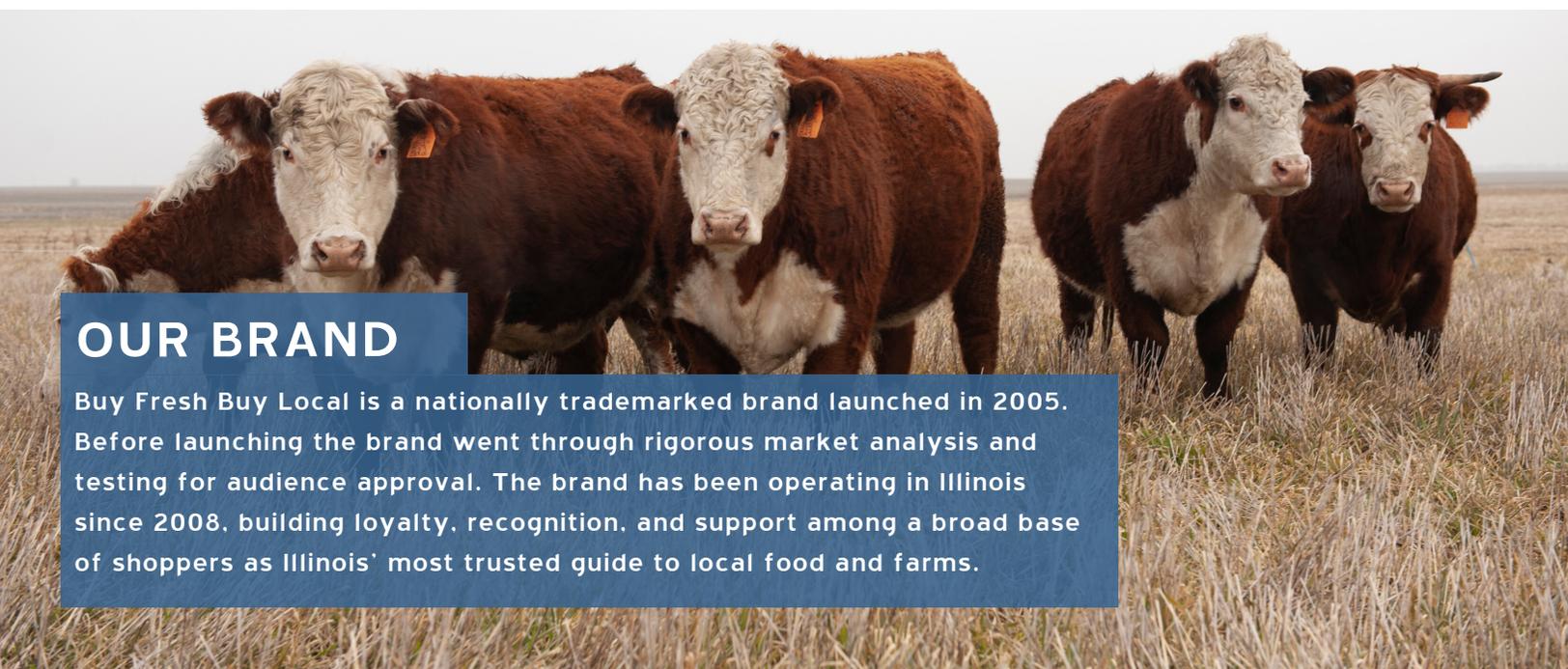
70%

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 since 2008, building loyalty, recognition, and support among a broad base of shoppers as Illinois' most trusted guide to local food and farms.



OUR COALITION

Buy Fresh Buy Local Illinois was launched in 2020 by a coalition of food and farm organizations committed to working together collectively for the greater good of building the local food economy in our state. When you join our coalition you are:

- Supporting hundreds of local farms and food business in your region, and across the state.
- Making it easier for Illinois families and individuals to find nutritious, locally-grown food
- Building the health and wealth of Illinois communities
- Actively growing the local food movement in our state



FAMILY
- FARMED -



ALA



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

JOIN THE COALITION



NON-PROFIT PARTNER: \$250

FOR NON-PROFIT ORGANIZATIONS, COMMUNITY GROUPS, ASSOCIATIONS AND AGENCIES THAT CAN'T WAIT TO CROW ABOUT LOCAL FOOD.

- Your logo in partner section at the front of the print directory
- Your organization name and location on the “partner map” in the the print directory
- A BFBL Partner Badge for your website
- A Digital Welcome Package to promote your partnership with BFBL Illinois and help farms and local food businesses in your area get listed
 - customizable email content
 - photos
 - social media blurbs
 - graphics
- Free digital marketing packages to promote local food and farms throughout the year, including:
 - Shop your Co-op package
 - Farmers Market Month package
 - Farm-to-Table Restaurant Month Package
 - Share for a Share CSA Campaign Package
- Opportunities to market your events, programs, and resources through our newsletters (terms TBD by Steering Committee)
- Opportunity to receive a free box of BFBL Directories for your office or for tabling events
- Invitation to participate in and direct BFBL mission and work on monthly coalition calls and subcommittees

A "PAY WHAT YOU CAN" OPTION IS AVAILABLE FOR NON-PROFIT ORGANIZATIONS OR COMMUNITY GROUPS WITH AN ANNUAL BUDGET UNDER \$250,000. THIS OPTION WORKS ON THE HONOR SYSTEM, THERE IS NO MEANS TESTING OR REPORTING REQUIRED.



OUR WORK

BUILD THE MOST ROBUST DIRECTORY OF LOCAL FOOD IN OUR STATE

Our coalition works together to identify and recruit farms and local food businesses into the Buy Fresh Buy Local Illinois directory. BFBL Illinois develops content and materials to help coalition partners with recruiting efforts, we provide technical assistance to help farmers and local food businesses create their business listings, and we actively work to vet and edit listings for accuracy to insure that information is relevant and up-to-date. We believe that in order to understand and serve the local food system, we must first know who is part of it.

HELP SHOPPERS FIND AND SUPPORT LOCAL FOOD

ONLINE DIRECTORY

BFBL IL takes the guesswork out of grocery shopping by putting the food system at shoppers fingertips. Shoppers can search online directory of over 500 business listing by product, by farming practice, and by proximity to find local food.

PRINT DIRECTORY

The Directory features 80+ pages of content and stories to help connect the public to local food. The Print Directory reaches over 30,000 homes and businesses and is distributed through our network of partners. This year we are working to expand distribution through a network of doctors offices and healthcare providers, highway rest stops, visitors bureaus, and realtors' associations to reach a targeted audience of shoppers looking for local food.

YEAR-ROUND MARKETING:

In order to engage audiences year-round, BFBL creates, curates, and shares content from our coalition partners through our newsletter, web-blog, and social media.

In addition BFBL Illinois develops and implements 4 quarterly marketing campaigns to reach new audiences and promote the businesses listed in the directory: A CSA Campaign, a Farmers Market Campaign, a Farm-to-Table Campaign, and a Local Food Grocer/Co-op Campaign. The campaigns are implemented through both earned and paid media, and marketing materials are shared and distributed through coalition partners.



STRENGTHEN CROSS-SECTOR COLLABORATION AND COMMUNICATION ACROSS THE FOOD SYSTEM

BFBL brings organizations that care about local food and farms together under one roof. Organizations have the opportunity to network, collaborate, and build relationships through our monthly calls and annual in-person meeting. We are actively seeking new ways to increase collaboration and continue community-building through our coalition.

GOVERNANCE



STEERING COMMITTEE

The Coalition is governed by a Steering Committee of 11 organizations that meet regularly to determine the budget and funding priorities, apply for grants, assess needs, oversee the development and roll out of local food marketing campaigns, and guide the overall work, mission, vision, and direction of the BFBL Illinois brand.

BFBL ILLINOIS COALITION CHAIRPERSON

The BFBL Coalition is Coordinated by a Chairperson, whose role is to convene meetings, set agendas, and maintain records. The Coalition Chairperson is voted on annually by the Steering Committee.

NON-PROFIT COALITION PARTNERS

Non-Profit Partners are non-profit organizations, community groups, associations, and agencies that share and support the mission and values of Buy Fresh Buy Local Illinois. Non-Profit Partners receive materials and resources to help market local food to their stakeholders and further the mission of BFBL Illinois to grow the local food economy. Non-Profit Partners also have the opportunity to participate in Steering Committee calls and subcommittees as non-voting partners.

CORPORATE COALITION PARTNERS

Corporate Coalition Partners are foundations, corporations, and companies that share the mission and values of Buy Fresh Buy Local Illinois and contribute financially to the success of the program.

PRINT & DIGITAL

ADDITIONAL ADVERTISING OPPORTUNITIES



WILDFLOWER PACKAGE: \$5000

1 FULL PAGE

For organizations 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, e-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:

ADVERTORIAL CONTENT

- Advertorials about farmers and how you serve or support them
- Advertorials about local food programs or projects that you manage or 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 when shopping
- Seasonality Chart

SPONSOR A LIST

- 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 content just for you!

THIS PACKAGE FEATURES:

- A beautifully designed page of content which will be published in the print directory with your business/organization name and logo incorporated.
- An E-news blast to over 6000 newsletter subscribers featuring your sponsored content, business name, logo, and link.
- The sponsored content will be published on the BFBL news blog and shared through our social media.
- Logo and link featured prominently in the "partner section" on the homepage on our website.

PARTNERING WITH US MEANS GROWING A
HAPPIER, HEALTHIER ILLINOIS



The Print Guide will Launch in Spring 2021, Deadline for Inclusion is March 1, 2021

PRINT

ADDITIONAL ADVERTISING OPPORTUNITIES



BRASSICA FAMILY PACKAGE \$2,500

- 1/2 pg (6.875 x 4.75)



NIGHTSHADE FAMILY PACKAGE \$1,000

- 1/4 pg (3.375 x 4.75)



CUCURBIT FAMILY PACKAGE \$500

- 1/8 pg (3.375 x 2.25)

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.

You could be here

The screenshot shows a directory page titled 'FARMS'. It features several farm listings with photos and contact information. The listings include:

- 20. Creaking Tree Farm:** Christine Blinstrub and Jim Alvin, IL 61813. Contact: creakingtreefarm@aol.com, facebook.com/creakingtreefarm, creakingtreefarmvill.
- 21. Crump Family Gardens:** Bryan, Bob, or Joann Crump, Carlock, IL 61725. Contact: crumpfamilygardens.com, crumpfamilygardens.com.
- 18. Clear Creek Cattle Co.:** Scott McKinley, Rochester, IL 62263. Contact: smckinleycutting@aol.com, clearcreekcattle.co.
- 22. Curtis Orchard:** Champaign, IL 61822. Contact: info@curtisorchard.com, curtisorchard.com.
- 19. Cloyd's Apples & Honey:** Barb Hunt, Macoupin, IL 62690. Contact: 217-965-4697.

 The page also includes a quote: "You are what you eat, so don't be cheap, fast, easy, or fake" - Anonymous.



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

The Print Guide will Launch in Spring 2021, Deadline for Inclusion is March 1, 2021

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.

MAKE AN IMPACT AS A PARTNER

CONTACT INFORMATION:

Contact Person Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

NON PROFIT COALITION PARTNER:

\$250 "Pay what you can" option

ADDITIONAL ADVERTISING OPPORTUNITIES

Wildflower Package: \$5,000

Nightshade Family 1/4 page ad: \$1,000

Brassica Family 1/2 page ad: \$2,500

Cucurbit Family Partner 1/8 page ad: \$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

QUESTIONS

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

LOGOS & ADS:

Logos should be high quality PNG files with transparent backgrounds. Ad design services are available at \$60/ad. Please email all logos and ads to Molly at molly@ilstewards.org

Deadlines:

In order to be included in the 2021 Directory, all payment, logos, and artwork must be submitted by March 1, 2021

To complete payment form online visit buyfreshbuylocalillinois.org