BUY FRESH
BUY LOCAL
of the Greater Lehigh Valley

PARTNER BENEFITS
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Website Listing
- With over 50,000 unique viewers in 2019 (and rising exponentially every year!), our website provides unmatched visibility for your local business.
- Each partner gets their own custom profile that includes information about the types of products you produce or sell, sourcing, growing methods, and where to find your products, as well as links to your website, contact information, and social media listings. This drives traffic to your site and business!
- Your profile will be housed in our Local Food Finder - the most comprehensive listing of local producers in the region, with site visitors able to search for your business by type and location.
- Explore our partners and Find Local Food Map here

Brand Trust and Recognition
- Buy Fresh Buy Local of the Greater Lehigh Valley is a widely recognized, visible, and trusted “brand” in the GLV. Plus, Buy Fresh Buy Local is also a national non-profit organization with many regional chapters, which strengthens local food recognition, makes you more attractive to tourists familiar with the brand, and positions you as a member of an important national movement.
- As a Buy Fresh Buy Local partner, you’re given annual access to utilizing Buy Fresh Buy Local branding and marketing materials!
- By displaying Buy Fresh Buy Local partnership, you increase consumer trust in the fact that your business supports and provides AUTHENTIC local foods grown right here in the Lehigh Valley.

Local Foods Messaging
- Through grant funding, we work hard to execute general local foods messaging throughout the Valley to cultivate a stronger local foods culture. This supports every single one of our partners by increasing consumer participation in any/all elements of the food system.
- Innovative Messaging Development – we received a grant in 2019 to hire a market research firm to develop stronger, more effective local foods messaging for the Lehigh Valley. This means BFBLGLV’s general local food marketing will be stronger, more visible, more ubiquitous, and more effective at reaching new audiences. Plus, this messaging development will be turned into a resource for our partners to utilize to elevate their own marketing messaging.

Monthly Newsletter
- Our monthly newsletter is sent to 4,000 (and rising!) subscribers. Through our e-newsletter we promote local foods, educate consumers about the food system, and feature partners.
- Each month features partners and products from different elements of the food system and ties to other national events/promotions to ensure all types of partners are getting visibility and traffic (National CSA Month, National Dairy Month, Meats + Grilling in July, etc)
- Check out an example here
**PARTNER BENEFITS**

**Local Foods Guide**
- This colorful booklet connects consumers (locals and tourists!) with the GLV’s local farmers, markets, restaurants, and producers to increase business and strengthen the local food economy and culture.
- We print and distribute 30,000 copies of the guide every other year. Guides are distributed by all partners, at Pennsylvania welcome center kiosks, at events, in local businesses around the Valley, and more!
- While we aren’t putting out a new food guide this year, signing up to be a partner means you’ll start getting brand recognition and establishing yourself as a Buy Fresh Buy Local partner! When you renew your partnership in 2021, your business will be listed in the food guide at no additional cost – the advertising value of this widely popular and utilized guide greatly exceeds cost of membership!
- View the online version of our latest guide [here](#).

**Additional Advertising**
- Unique promotional materials/programs that run and are distributed throughout the season – these items change, evolve, and rotate to reflect all of our partners marketing needs
  - Ex. Retail Farm Market Passport, Fall Agritourism Activities, CSA half-share giveaway, holiday gift and decoration guides, Farm-to-Table Restaurant Rack Cards, Farmers Market weekly calendar, product features/social media shares
- We regularly boost local food-related happenings, promotional materials/programs, etc. on our social media pages, such as National CSA Day and the opening of producer-only markets. Our posts reach tens of thousands of viewers in the Lehigh Valley and beyond!
- Running Events List – Our website features an events list for all partners that is updated on a weekly basis – submit your events and get additional exposure!
- Referrals to the media and public.

**Partner Support**
- Each month we send a partner email with seasonal updates, training/event opportunities, calls to submit information for promotions, and other resources.
- Food systems research – we are always working to better understand the needs of consumers and businesses in local food purchasing. The BFBLGLV team is committed to producing quality research about farmers markets, wholesale opportunities, infrastructure, and more!
- We are also working to improve local food aggregation & purchasing systems as well as value added production opportunities in the GLV, which could greatly benefit farmers looking to expand or change their business, and restaurants or institutions that want to increase their local food purchasing!
- We provide trainings and networking opportunities for local foods businesses, merchandising and point of purchase materials, and advertising/marketing support.
- General assistance – just give us a call or shoot us an email and we’ll be happy to assist you or direct you to a solution for whatever you may need.
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Social, Economic, Cultural Value
• Our work increases food access through Fresh Food Bucks – a SNAP (food stamp) incentive program that provides local fruits and vegetables at no additional cost to recipients. We also promote Farmer’s Market Nutrition Program vouchers, which low income seniors and mothers use to purchase local produce. We believe that ALL people should have access to fresh, nutritious, and flavorful local foods.
• While we work hard to support you, your partnership also supports our non-profit and the local foods movement in general.

Eligibility
To be eligible to become a BFBLGLV Partner, you must own, operate, or otherwise represent a business in or around the Greater Lehigh Valley and sell locally food grown, primarily for consumption in this same region. Locally grown food is defined as food or other products grown in or around the Lehigh Valley or products made from Lehigh Valley-grown products.

This includes: farms, markets, stores, restaurants, caterers, institutions, and producers of specialty food items. Wholesale distributors that provide locally grown foods are also eligible as long as the farm origin of products is clearly indicated and maintained at the time of sale through retail channels, and they are primarily sold for consumption in the Lehigh Valley.

Click the Partner Badge Below to Join!

Become a Buy Fresh Buy Local Partner Today!

Buy Fresh Buy Local of the Greater Lehigh Valley is a program of the Nurture Nature Center, a 501(c)3 organization.
Buy Fresh Buy Local is a network of Chapters across the country, dedicated to increasing the economic viability of small family farms and strengthening regional food systems by expanding markets for locally produced foods.