

BECOME A BFBL PARTNER

GREATER LEHIGH VALLEY



We work to support the local food economy and improve the local food system through awareness and network building, education, marketing, technical assistance, research, and grant funded initiatives. Become a partner and receive many invaluable benefits for yourself, your organization, and your community.

Buy Fresh Buy Local of the Greater Lehigh Valley (BFBLGLV) is here to help your business grow! BFBLGLV is a program of the Nurture Nature Center, a 501(c)3 organization. Our small but mighty operation works hard to build the local food economy, get more people eating locally, and support great local businesses like yours!

E: bfbl@nurturenaturecenter.org

P: 610-253-4190

We'd Love For You to



Join Us!

**Apply
Now!**

IF YOU OWN A:

- Farm
- Farmers' Market
- Restaurant
- Winery/Distillery
- Institution
- Caterer
- Or other organization

***with a commitment
to local food in the
Greater Lehigh Valley?***



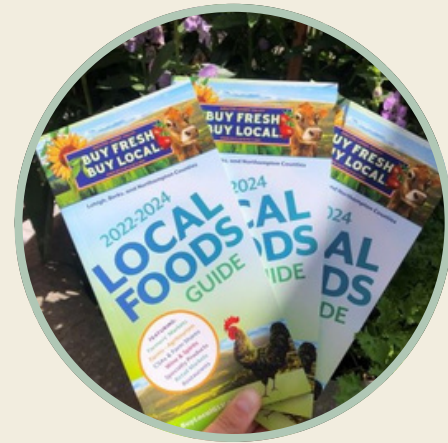
buylocalglv.org/become-a-partner/

PARTNER BENEFITS



Connect with Consumers

Our website (buylocalglv.org) and [Local Food Finder](#) have served as the premier source of local food information in the Lehigh Valley. We've seen strong growth in our website traffic, and our social media and newsletters channels which reach tens of thousands of people annually. ***For even more impact and reach, our website has just been "re-freshed" with improved design, content, and usability.**



↳ As a partner, you get a custom profile on our website and a free listing in our popular flagship publication, the [Greater Lehigh Valley Local Food Guide](#) (published biennially).

Promotion & Education

We work to create professional and innovative consumer education and marketing solutions. This supports our partners by increasing consumer participation in and awareness of our critical local food system.

↳ As a partner you'll have the unique opportunity to be featured in fun, engaging resources like our [Holiday Gift & Decoration Guides](#), [grant-funded resources](#), and many more **seasonal promotions!**



Support & Community

We provide a variety of resources including referrals, trainings, point-of-sale materials, advertising/marketing support, and general assistance for all partners! We are always available for one-on-one consultations and send quarterly emails to update our partners on BFBL's impact and create space for partner insight and suggestions.

↳ As a partner, you'll be part of a **network of more than 80 other local growers and producers working toward common goals**. We are here to support you along with our community of passionate partners!



Food Access

We believe that EVERYONE should have access to fresh, nutritious, and flavorful local foods. We work to improve food access through research, education, and the promotion of supplemental aid programs (**FMNP, WIC, SNAP, The Food Trust's Food Bucks**). These programs allow low-income community members to get healthy, local food on their tables while supporting local farmers.



Your partnership supports this effort and is an impactful way to invest in the local foods movement here in the Greater Lehigh Valley!



BFBL Branding

"Local washing" by large grocery chains makes identifying authentically local foods difficult for consumers. **Buy Fresh Buy Local** is a nationally recognizable and trusted brand in, with many regional chapters. Our partners are vetted to make sure they uphold the integrity of the Buy Fresh Buy Local brand in our Greater Lehigh Valley region.



As a partner, you have annual access to Buy Fresh Buy Local branding and marketing materials! By displaying the **Buy Fresh Buy Local Partner badge**, you increase consumer trust in your products and confidence that they are getting the freshest and highest quality foods grown right here.



Our Impact in 2023:

Together. we grow.



PARTNERSHIPS

80+

FARMERS, LOCAL
PRODUCERS,
BUSINESS



AUDIENCE

22.6K+

WEBSITE USERS,
E-NEWSLETTERS,
SOCIAL MEDIA



REACH

168K+

PROGRAMMING,
SOCIAL MEDIA, E-
NEWSLETTER,



CONNECTION

57.5K+

VISITS TO BFBL
WEBSITES