



## Our Publications

### **Harvesting Support for Locally Grown Food: Lessons Learned from the "Be a Local Hero, Buy Locally Grown" Campaign**

FoodRoutes Network and Community Involved in Sustaining Agriculture (CISA) have produced a toolkit designed for individuals and organizations who are interested in learning about the approach CISA uses to promote locally grown food through a multi-media marketing campaign.



The toolkit shares wide-ranging lessons from CISA's successful Buy Local campaign in western Massachusetts, as well as market research, marketing materials, evaluation tools, and other resources. It is filled with creative ideas and tips to get you organized and on your way.

### **Where Does Your Food Come From? Recipes for Communicating Effectively About American Agriculture**



We all know that this is an important time to teach Americans about where their food comes from, and why change is needed in our food system. FoodRoutes Network has produced a communications toolkit, *Where Does Your Food Come From? Recipes for Communicating Effectively About American Agriculture*, to help you and your organization effectively reach your audience. The toolkit includes:

- Focus group research from farmers.
- A step-by-step guide to create a strategic communications plan for your initiatives.
- How-to tips from communications experts on working with the media, creating a website, and other activities.

## FoodRoutes Network Order Form

To order these publications, please print and fill out the order information below and send this form and a check made payable to FoodRoutes Network to:

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Quantity	Book	Price	Total Enclosed
	<i>Harvesting Support for Locally Grown Food: Lessons Learned from the "Be a Local Hero, Buy Locally Grown" Campaign</i>	\$50.00 each	
	<i>Where Does Your Food Come From? Recipes for Communicating Effectively About American Agriculture</i>	\$15.00 each	
<b>Shipping &amp; Handling:</b>		\$7.50	\$7.50
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For questions regarding FoodRoutes Network and Buy Fresh Buy Local Chapters, contact 570-673-3398 or [info@foodroutes.org](mailto:info@foodroutes.org)