

Why Buy Local?

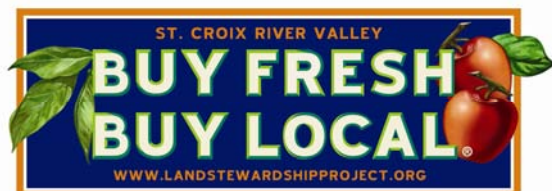
Locally grown and produced foods from the St. Croix River Valley are **fresh, delicious and abundant**. Local produce varieties are bred for taste and freshness rather than for shipping and long shelf life.

Buying locally produced foods **safeguards your family's health** by allowing you to choose food from farmers and businesses you can know and trust.

Buying local **keeps your food dollars circulating in your community**, strengthens your regional economy and helps family farms and businesses thrive.

Buying local **protects the environment** by minimizing the distance food travels from field to plate, reducing fossil fuel dependence, carbon dioxide emissions and use of packaging.

Buying local **preserves farmland**, open space that absorbs rainfall and buffers waterways, public parks and wildlife areas.



St. Croix River Valley *Buy Fresh Buy Local*

is hosted by:



www.landstewardshipproject.org

in collaboration with

Minnesota Food Association

www.mnfoodassociation.org

Western Wisconsin Land Trust

www.wwlt.org

University of Wisconsin Extension

www.uwex.edu/ces/cty/stcroix

Women's Environmental Institute

www.w-e-i.org

**St. Croix Institute for Sustainable
Community Development**

www.uwrf.edu/sustain/

A **Steering Committee**, composed of farmers, other market partners, and the collaborating organizations listed above, meets regularly to guide the activities of the Chapter.



Buy Fresh Buy Local is part of the Food Routes Network, a national non-profit organization providing technical support to community-based groups working to strengthen regional markets for locally grown foods. To learn how Food Routes is reintroducing Americans to their food, visit www.foodroutes.org.



*Your connection to the
St. Croix River Valley's
freshest and most
delicious local food*



*Supporting Local Farmers
Supporting the Local Economy*

What Is *Buy Fresh Buy Local?*

- A BRAND** that identifies the St. Croix River Valley region and its abundant supply of local, sustainable, healthy foods.
- A CHAPTER** with partners engaged in the production, distribution and retail sales of local food products and partner organizations, agencies and individuals that support the development of a community-based food system.
- A CAMPAIGN** to promote local markets for local growers, help consumers find local products and educate the community about the economic and environmental benefits of local food.



The beautiful St. Croix River
(Photo by the National Park Service)

Goals of *Buy Fresh Buy Local*

- **Expand** local markets for local growers.
- **Increase** the consumption of local, healthful food.
- **Diversify** the economic base.
- **Protect** the ecological and scenic resources of the St. Croix River Valley.

How Can I Support *Buy Fresh Buy Local?*

⇒ **Become a Partner**

A Local Partner of the St. Croix River Valley *Buy Fresh Buy Local* (BFBL) chapter is a farm, a small scale processor utilizing local farm products, a farm stand, farmers' market, or a retail food business, such as a restaurant, food cooperative, or locally owned retail grocery store selling local products. Partners can also be organizations, government agencies, chambers of commerce, tourism bureaus and individuals who endorse the chapter goals and participate in chapter activities. Each local partner pays a fee and signs a memorandum of agreement that lists the terms of participation in the local chapter.



Partner Benefits

- Use of the market-tested label that conveys fresh and delicious to consumers
- Access to a tool kit of designs for promotional materials
- Access to promotional materials for resale, such as sturdy cotton grocery bags and aprons printed with the St. Croix River Valley BFBL label.
- Partner decal to post on building or vehicle windows
- Listed in the St. Croix River Valley Local Foods Guide to go online in 2009
- Opportunities to help plan and participate in special BFBL events
- Opportunities to develop marketing collaborations through connections with other partners in the St. Croix River Valley BFBL Chapter

- Opportunities to promote appreciation and stewardship of the St. Croix River Valley's wildlife habitats and recreational experiences.
- Identification with a popular progressive movement to increase consumption of healthful foods, keep family farms financially viable, and improve local economies.

Partner Fees

- \$25 for farmers and small processors
- \$25 for supporting individuals (donations above fee much appreciated)
- \$50 for farmers' markets, locally owned restaurants, wineries, and other retail businesses
- \$50 for organizations, agencies

Checks payable to:

Land Stewardship Project
821 E. 35th St., Suite 200
Minneapolis, MN 55407
(Please write "BFBL" on check memo line)

Phone: 612-722-6377

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The Stillwater Farmers' Market