Farm to Table Connections Western PA Membership Information

Our network of farms, food producers, and retailers in connection with the scope of consumers we reach on a daily basis has put us in a position to be a cheerleader for products and services that are locally grown and produced.

We want to offer you the opportunity to be a part of our consumer reach network and media promotions that will help grow your revenue, reach a new audience, and achieve your business goals.

**Farm to Table Connections of Western PA is a** *business-to-business networking group for farms, food producers & retailers that will:*

* Generate more demand for local farm products and/or locally produced food
* Provide opportunities for business-to-business relationships to develop
* Work with organizations such as tourist bureaus, farmers markets, farm cooperatives, community development organizations and county fairs throughout this region to promote the existing activities & events that promote local food.
* Work with existing, successful regional events to include a local food component and bring farms & local food business to sell products.
* Organize Farm to Table Connections Lunch & Learns where businesses come together to learn about each other’s products.
* Secure shelving labeled “Farm to Table Connections of Western PA” in retail outlets throughout the region (grocery stores, coffee shops, convenience stores, etc)
* Organize community events such as farm tours and food/beverage tastings to promote local farms and food products.

# Food Business Categories

* Bakeries
* Breweries
* Butchers
* Caterers
* Chefs
* Commercial Kitchens/Co-packing
* CSA’s
* Distilleries
* Events that promote local food
* Farm Stores
* Farmers Markets
* Farms
* Food aggregators
* Food producers
* Growers
* Food Marketing professionals
* Media groups that write about food
* Meaderies
* Restaurants
* Transportation/Logistics organizations
* Wineries
* Locally owned retailers
	+ Coffee shops
	+ Grocery stores
	+ Convenience stores

## Farm to Table Connections of Western PA Lunch & Learns & Business Networking events

This popular series brings together consumers, farms, food producers and a variety of other industry professionals for lunch & opportunity to introduce your product to the group. The venues vary and are held throughout the Western PA region. All businesses should bring samples & order forms! We’ve held hundreds of these events since 2011. Starting in 2018, Members pay $10; non-members pay $25.

# Benefits of Yearly Membership

* Usage of Farm to Table Connections of Western PA logo on packaging & products
* Highlighted listing in the Farm to Table Connections Local Food Guide: <https://farmtotablepa.com/local-food-guide>
* Invitation to all Farm to Table Connections Lunch & Learns to introduce your products to attendees (both businesses & consumers)
* Free vending opportunities at select Farm to Table Pittsburgh Local Food Tastings
* Digital Placement of member businesses – 2 dedicated posts/year.
	+ Social media accounts
		- Facebook, Instagram, Linked In, Pinterest, Twitter, You Tube, Snapchat
		- Access to 50,000+ followers

# Additional Benefits

* Discounted pricing:
	+ Food safety certifications & trainings
	+ Marketing & social media trainings
	+ Template contracts for selling & buying
	+ Vendor opportunities at AHG/FTT events
	+ Advertising on Farm to Table digital platforms, including sponsored boosts in local zip codes on Facebook & Instagram & E-mail newsletter – over 26,500 recipients
* Inclusion in ongoing media buys & opportunity to partner
	+ Pittsburgh Today Live – bi-weekly segment
	+ 2 page spread in Table Magazine
	+ 2 page spread in Pittsburgh Magazine
	+ Advertising campaigns to promote events
* Inclusion in American HealthCare Group tabling at events through inclusion of marketing collateral during tabling events or on-site opportunities such as providing catering/food/beverage for events.
	+ State-wide Housing Conferences:
		- Pennsylvania Housing Finance Agency (PHFA) Multifamily Housing
		- PHFA Housing Forum
		- Professional Affordable Housing Management Association (PAHMA)
		- Pennsylvania Association of Housing and Redevelopment Authorities (PAHRA)
	+ State-wide Agriculture Conferences
		- Pennsylvania Association for Sustainable Agriculture (PASA)
		- PA Women’s Agricultural Network (PA WGN)
	+ PA Farm Show
	+ Regional Human Resource Conferences
* Event placement at American HealthCare Group/Farm to Table Pittsburgh events
	+ Annual Farm to Table Local Food Conference exhibiting & program advertising
		- Photography session with event photographer including digital images
	+ Annual Farm to Table Harvest Tasting
	+ Annual American HealthCare Group School Wellness Symposium
	+ Ongoing Farm to Table Local Food Tasting Partnerships/Fundraisers for non-profits – support for organization’s events.
	+ Ongoing health & wellness events at school districts, municipalities, employer groups, affordable housing communities and community groups – 250+/year throughout region
	+ Ongoing Farmers Market on Wheels program
		- Program roll out to area affordable housing communities
		- Develop corporate relationships in region
	+ Where to Turn Resource Fair – 3/year at Rivers Club and David L. Lawrence Convention Center

Frequently Asked Questions

1. **Does my business have to be based in Western PA?** No, but you have to be able to sell your product in this region. For example, distilleries in Eastern PA can sell through the Wine & Spirits stores. Or farms in Maryland that sell products in Western PA can join.
2. **What types of membership are there?**
	1. **Business memberships** - Any farm, farmers market or food business based in Western PA that sells local products or wants to source local products for their value-added item.
	2. **Events** – all local food related events or events that include a local food component can be a member.
	3. **Retailers** – all businesses that will provide Farm to Table Connections of Western PA shelving/space for local products.
	4. **Consumer memberships** – includes tickets to all Farm to Table tasting events and conferences for 1 year.
	5. **Corporate sponsorships** – organizations that want to support the efforts of the network. These sponsors will also receive a certain number of free tickets to tasting events & conferences.
3. **What are the annual membership dues used for?** Advertising the brand on TV, radio, print, digital throughout the region. The TV markets are Erie, Johnstown/Altoona & Pittsburgh. Additionally, staff time to organize events, maintain records, place social media posts.
4. **What is happening to Farm to Table Pittsburgh?** This brand will continue to exist in the form of the annual Harvest Tasting events and the Farm to Table Pittsburgh Local Food Conference.
5. **When does my membership begin?** It starts as soon as we receive your application and payment. It lasts for 12 months and renews each year.