





WHO WE ARE:

Farm to Table Buy Local is a 501c3 non profit that promotes healthy and locally grown food and is the Buy Fresh Buy Local consumer brand for the 30 counties of Western Pennsylvania. Our programs provide opportunities for consumers to connect to farms and local food/ beverage producers. Our 15th Annual Farm to Table Expo will be held at the 40th Annual Pittsburgh Home & Garden Show from March 4 – 13, 2022.

Farm to Table provides ongoing business contracting and networking opportunities throughout the region for farms and food businesses. The initiative encourages food producers and retailers to utilize locally sourced products.

Farm to Table provides assistance for food deliveries, cooking clubs, and innovative food partnerships throughout the region. We work with non profits, community organizations, community gardens, urban farms, rural communities and affordable housing senior and family sites.

SPONSORSHIPS

Help us connect to more people! Sponsorships are available to underwrite programming for community gardens & urban farms, food resources for public housing, marketing, brand promotions and community outreach.



Farm to Table Buy Local Community Outreach & Media Assets

32,000 + E-mail newsletter

20,860+ Facebook fans

11,440 + Twitter followers

5,310 + Instagram followers

1,880 + LinkedIn followers

350,000 + Event Attendance

Farm to Table Local Food Guide – **60,000 +** reach

Farm to Table website – Average **3,600** sessions per month

Farm to Table blog - Over **55,000** sessions



#keepitrealkeepitlocal
#buyfreshbuylocal
Farmtotablepa.com



Community Gardens & Urban Farms Sponsorship

Community gardens are an essential part of access to healthy, fresh food. Gardens are planned based on necessary soil remediation, seasonality, tastes of residents and engagement with community. Farm to Table Buy Local works with 25+ community gardens and urban farms throughout Western PA.

We obtain funding for infrastructure costs such as plumbing for running water, stormwater diversion, compost, raised beds, soil, solar panels, fencing and more.

Grant writing efforts are ongoing to obtain funding from the United States Department of Agriculture, Pennsylvania Department of Agriculture and others.

Organizations can sponsor a community garden for as little as \$1,000 per year. Farm to Table staff assists the gardens to obtain locally grown plant material, compost, tools and other items necessary to maintain the plants.





Food Resource Sponsorship

The Food Coordination program increases access to fresh food and locally prepared meals.

Since the first month of the pandemic, Farm to Table staff have made food deliveries for 412 Food Rescue, food banks and USDA food boxes. Deliveries are all door-to-door in public housing sites and to other community organizations who serve low income families and seniors who are food insecure.

Cooking Clubs provide on-site instruction for cooking skills, food safety, food preservation and food storage. The Cooking Club is initially staffed by Farm to Table Buy Local Food Coordinators. On-site residents are hired to provide program support on an on-going basis.

A sponsorship of \$5,000 provides food coordination services for a senior high rise building for 6 months.





Western PA Local Food Guide Advertising

Print Edition & online directory

Specialized guides featuring CSA listings, farmers markets, U pick farms, food bank locations are published in conjunction with media partners such as Pittsburgh City Paper, Pittsburgh Magazine & Table Magazine.

Circulation varies according to each media outlet and the guides are distributed via mail and event attendance to individuals, tourism bureaus, retailers, farmers markets, farm stands, etc.

The Western PA Local Food Guide is searchable and available for download on an on-going basis.

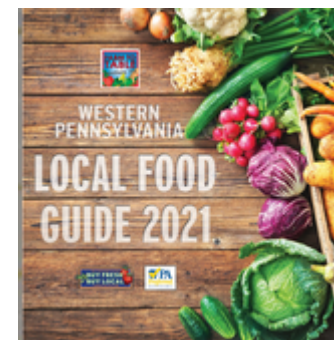
Advertise in the 2022 Western PA Local Food Guide

Listings are free for farms, farmers markets, etc.

Pricing for ads or coupons:

- Back Cover
\$7,500
- Inside back cover
\$6,500
- Full page
\$2,500
- Half page
\$1,500
- Quarter page
\$1,000
- Business card
\$750

WESTERN PENNSYLVANIA
LOCAL FOOD GUIDE
2020





Marketing Campaign Sponsorship – *must be relevant to Buy Fresh Buy Local. Partner with us to promote your brand.*

1 Month Marketing Campaign \$15,000

1 Blog Post

2 Inclusions in E-blast

8 Inclusions in social media posts

4 sponsored posts on social media platforms

1 Farm to Table Connections Lunch & Learn on-site (food and beverage not included)

12 Month Marketing Campaign \$150,000

1 Full page ad in Western PA Local Food Guide

4 Blog Posts

6 Inclusions in E-blasts

32 Inclusions in social media posts

16 sponsored posts for on social media platforms

Monthly “Eat Local” webinars customized for sponsor





15th Farm to Table Local Food Expo March 4 – 13, 2022 at the Pittsburgh Home & Garden Show

Buy Fresh Buy Local celebrates the region's locally grown and produced food and beverages. Exhibitors sample and sell products. The **Buy Fresh Buy Local** stage features cooking demonstrations, gardening/farming education and kids activities and sponsorships start at \$5,000. Help us bring quality programming to Pittsburgh's largest consumer event!





Kids Programming

Farm to Table Buy Local designs programming for teachers and students to learn where their food comes from and how nutrition can positively affect their education career. Kids love to try new foods & learn how to “Keep it Real, Keep it Local.”

Sponsor an assembly: \$350/school



Contact us!

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