

Farm to Table Buy Local 2023 Partnership Opportunities



farmtotablepa.com

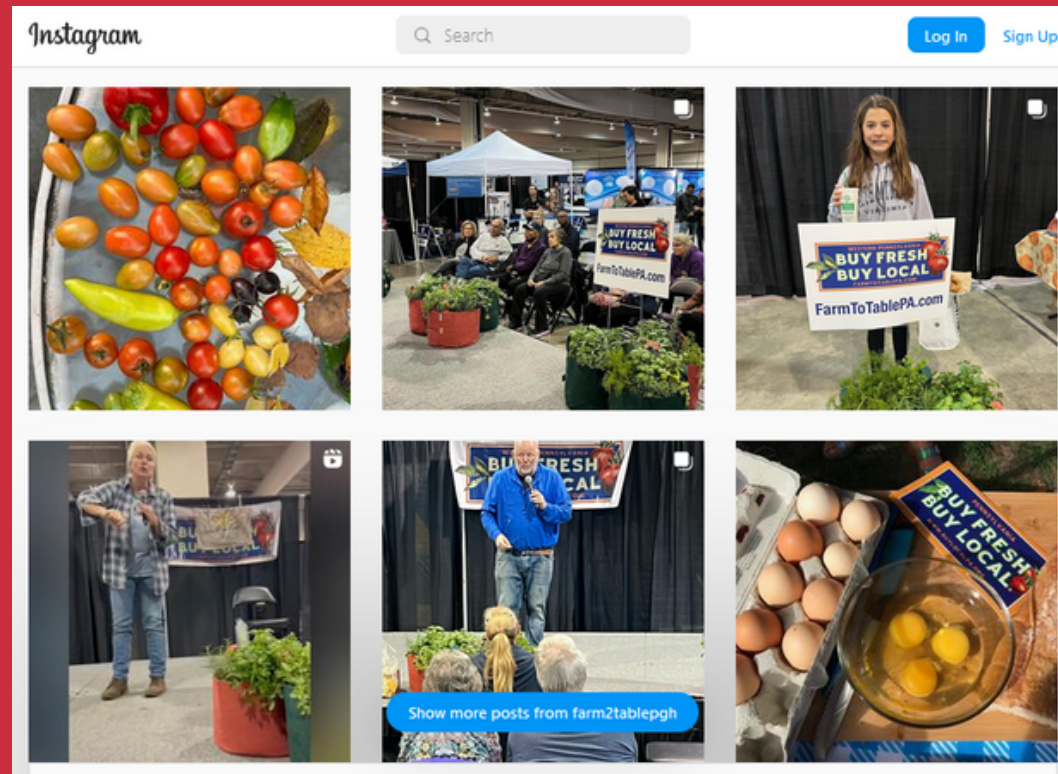
Who We Are:

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 16th Annual Farm to Table Expo will be held at the Pittsburgh Home & Garden Show from March 3 – 12, 2023.

Farm to Table provides ongoing 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 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.

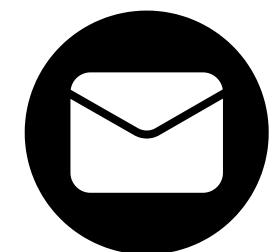
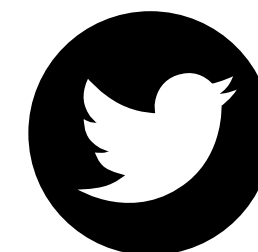
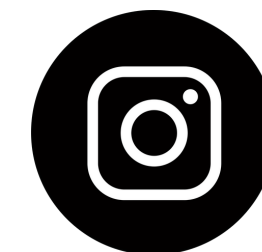




Farm to Table Buy Local Community Outreach & Media Assets

- **32,000 +** E-mail newsletter
- **21,000 +** Facebook fans
- **11,230 +** Twitter followers
- **5,390 +** Instagram followers
- **1,880 +** LinkedIn followers
- **350,000 +** Event Attendance
- Farm to Table Local Food Guide – **60,000 +** reach
- Farm to Table website – Average **5,140** sessions per month
- Farm to Table blog - Over **61,000** sessions

Connect:





Community Gardens & Urban Farms

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.

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 Resources

- Increase access to fresh food and locally prepared meals.
- Farm to Table staff deliver for many organizations, including 412 Food Rescue, food banks, USDA food boxes, and local restaurants.
- Deliveries are all door-to-door in public housing sites and to 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.
- **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.

Pricing for ads or coupons:

- Underwriting Sponsorship **\$25,000**
- Back Cover **\$6,500**
- Inside back cover **\$6,500**
- Full page **\$4,000**
- Half page **\$2,500**
- Quarter page **\$1,000**
- Business card **\$750**

Marketing Campaign Sponsorship

Brand Campaign - Quarterly \$50,000

- 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 \$175,000

- 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





16th Farm to Table Local Food Expo

March 3 - 12, 2023 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.”

Farm to Table Buy Local Sponsorship Opportunities

- Doug Oster classes (Organic Gardening), delivering 2000 plants & herbs for indoor growing to seniors & families who live in affordable housing to any county in PA.
- Community gardens – Farm to Table assists gardens with technical know how, garden supplies, and tools.
- Urban farms
- Pittsburgh Home & Garden Show – Buy Fresh Buy Local stage – educational programming
- Advertising campaign – ads & local food guides
- Public relations campaign
- Farmers markets
- CSAs – Community Supported Agriculture (farm shares)
- Food justice organizations & programs – Grow Pittsburgh, urban farms, and food banks
- Cooking clubs – gyms, senior centers, chefs, dietitians
- Meal programs – United Way grants
- Farm to School programs



Contact Us!

Erin Hart, Executive Director



[412-657-3028](tel:412-657-3028)



ehart@american-healthcare.net

Carla Clipper, Event Manager



[412-443-4435](tel:412-443-4435)



cclipper@american-healthcare.net



farmtotablepa.com