

Food to Bank On Project 2017 Retail Sponsorship

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Food to Bank On supports beginning farmers with business training resources, connections to new markets and mentorship, while supplying fresh food to food banks in Whatcom & Skagit Counties.

“ Food to Bank On is invaluable. Breaking into farming often feels like an uphill battle and this program makes a huge difference. ”

- Eric Olson, Well Fed Farm
Current Food to Bank On Farmer

| Promotion | Description | Lead: \$900 | Supporting \$600 |
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| Point of Sale Cards | 3x5 Laminated, color cards highlighting your brand's logo, 30 word description of your company and a picture of Food To Bank On Farmers. Posted by your product in our partner retail stores all year long. | Cards posted in the Community Food Co-op AND Terra Organica, a popular natural foods store. | Cards posted in the Community Food Co-op (15,000 members) |
| Sustainable Connections Website | The Food to Bank On page receives over 2,000 visits/year | Logo & Link | Logo & Link |
| What's Fresh E-Newsletter Monthly publication | Reaches 3,000 subscribers with an above average click through rate | Feature Article | Feature Article |
| Social Media | Promotion on Eat Local First! Facebook page | 3 Feature Posts | 2 Feature Posts |

2016 Food to Bank On Highlights



- In 2016, eleven beginning farmers worked through a series of business planning workshops, crafting and refining their business plans, connected with marketing professionals and seasoned mentor farmers, and donated \$11,000 worth of fresh local food to area food banks and shelters.
- Since the program's start in 2003, 51 farmers have participated, 41 of which are still fruitfully farming—an 80% success rate!



Local Businesses taking action for a healthy community.