



Buy Fresh Buy Local Programs

10 Points

Updated April 2012

With recent food contamination scares, and due to the vulnerability associated with the globalization of our food production systems, communities are realizing the critical benefits of supporting local food production. Food is something we take for granted at great peril. Local food production systems strengthen the local economy, improve the health of the region's citizens by providing access to fresh food, help preserve open space and green the local environment, are ecologically sustainable, address global food security issues, sustain traditional local food culture, and promote comprehensive food planning at the community and regional levels. "Buy Local" food programs can be used to support local farms, farm markets, CSAs, grocery stores and restaurants that buy local produce, dairy, meat, and wine.. Communities can improve farm viability and support access to healthy food by promoting the location of roadside farm stands, farmers' markets, "pick your own" farm operations and grocery stores selling NJ produce, meat, fish, wine or dairy products, as well as restaurants using NJ grown products. These initiatives work to collaboratively market locally grown food products and reinforce the "JERSEY FRESH" brand which indicates NJ Department of Agriculture-designated high quality products for which our State is so well known.

To get 10 points for this action the municipality must be actively promoting businesses that sell or use locally grown food in their restaurants through active marketing campaigns that promote buy fresh, buy local and "Jersey Fresh" food.

Why is it important?

According to *Food Routes* there are five main reasons why buying food locally is so important. They are:

- great taste and freshness
- help strengthen the local economy
- support family farms
- safeguard your family's health
- and protect the environment

Locally grown foods reduce the community's carbon footprint, improve access to fresh local foods, improve the community's social fabric by creating gathering places focusing on food, and can increase consumption of fruits and vegetables by improving access to healthy food. Furthermore, promoting local food keeps farms and commercial gardens profitable by keeping food dollars local and re-circulating money spent on food in the local economy. New Jersey has a long and successful history of promoting agricultural products grown in our state through the Jersey Fresh program. "Buy Local" food programs encourage consumers to support local farms, farm markets, CSAs, and restaurants that buy local dairy, meat, and produce.

And of course, it just tastes better.

Who should lead and be involved with this action?

To carry out this action, it is important that a municipal representative is committed to supporting the implementation of a municipal marketing initiative that promotes locally grown food by highlighting the location of farm stands, farmers'

markets, grocery stores, corner stores and restaurants that use NJ-produced agricultural products. Leadership can come from the Green Team, Municipal Agricultural Advisory Committee, Open Space and Environmental Commissions, local Chamber of Commerce, Main Street or tourism groups and community health organizations.

Timeframe

In the first 3-4 months of the first year of this program, communities should be able to create a listing of farm stands, farmers' markets, CSA's, restaurants that use local agricultural products, and grocery or corner stores that sell NJ produce. While compiling the listing, communities can also be developing marketing and outreach materials. Marketing and outreach around the "Buy Fresh, Buy Local" actions should be ongoing, although promotion of "Jersey Fresh" produce will be most effective during the spring and summer growing seasons.

Project costs and resource needs

Costs associated with developing a program to promote local agriculture could be incurred for:

- staff (or volunteer) time to compile a comprehensive list of local farms, farmers' markets, CSAs, and restaurants, grocery or corner stores selling local agricultural products located in the municipality.
- development of outreach materials including flyers, newsletters, posters.
- updating the municipal website to promote places where residents and businesses can purchase local food.

What to do, and how to do it ("How to")

Below we have listed the requirements for earning points for this action.

1) The municipality must have established a "Buy Fresh Buy Local – Jersey Fresh Campaign" which includes a listing of all local farms, farmers' markets, CSAs, commercial gardens, restaurants and food businesses that sell or use agricultural products grown or produced in NJ that are located in the municipality.

2) The municipality must document that it has developed a "Buy Fresh Buy Local-Jersey Fresh Campaign" in partnership with local businesses, and others which publicizes and promotes purchases of local food. Outreach and promotional efforts need to occur on a routine basis and be **from within 12 months of the June submission deadline**.

We have provided extensive guidance and recommendations for implementing the action. You do not need to follow this guidance exactly as long as your final product meets the requirements.

Start a Buy Fresh - Buy Local campaign to encourage residents to show their support for local food and farms by committing to spend money each week on local food. Communities support agriculture by promoting local farms, farmers' markets, CSAs, commercial gardens, restaurants and food businesses that sell or use agricultural products grown or produced in New Jersey.

Basic steps for starting a Buy Fresh, Buy Local Campaign include:

1) Reach out to the local chamber of commerce, downtown development organizations, agricultural advisory committee, restaurants and grocery stores, and garden clubs to recruit volunteers to assist in compiling the information. Check in with the municipal government to determine the policies and procedures for incorporating information on the municipal website, newsletter production cycle, access to printing and materials for marketing and promotional materials. Identify a "point person" who will be responsible for coordinating information compilation.

2) Compile a listing of all local farms, farmers' markets, CSAs, commercial gardens, restaurants and food businesses that sell or use agricultural products grown or produced in New Jersey that are located in your municipality. Information is also available at the following websites:

- Local Harvest <http://www.localharvest.org/>
- Jersey Fresh <http://www.nj.gov/jerseyfresh/searches/urban.htm>
- Edible Jersey <http://www.ediblecommunities.com/jersey/directories/directories.htm>
- Slow Food NJ <http://www.slowfoodnj.org/resources.php>

3) Develop promotional materials to encourage local residents to patronize farms, farm stands, farmers markets, CSA's and businesses using local food or farms in municipality. Prepare newsletter articles, promotional flyers or posters, press releases to inform residents about the listing and to encourage them to show their support for locally grown food. Promotional activities can include placing links to the listing on the municipal website. The awareness campaign can target consumers, schools, farmers' markets, restaurants, and supermarket patrons alike. Special labels can notify consumers that the products they are purchasing are locally grown and that their purchases support local farmers and the local economy.

What to submit to earn points for this action

1) In order to earn points, your submission must meet the following standards: On an annual basis, you should develop/update a listing of farm stands, farmers' markets, CSAs, restaurants that use local agricultural products and grocery or corner stores that sell NJ produce in your municipality.

2) You must document that outreach and promotional efforts occur on a routine basis and be **from within 12 months of the June submission deadline**.

Submit the following documentation to verify the action was completed to the above standards. (Log in to the password protected webpage where you submit your online application for certification to write in the text box and upload documents).

1) In the text box, please provide a short narrative (300 word max) to summarize what was accomplished and the general steps taken to accomplish it.

- Upload: Listing you compiled of the venues that sell NJ produce that are located in your municipality. You can also provide a link to the listing, if it is online.
- Upload: Single pdf document with examples of Buy Fresh Buy Local campaign materials to document that your campaign is active and has been ongoing **from within 12 months of the June submission deadline**

IMPORTANT NOTES: You can upload up to six separate documents for each action. Please excerpt relevant information from large documents. Please remember that your submissions will be viewable by the public as part of your certified report.

Spotlight: What NJ municipalities are doing

Bradley Beach Borough (Monmouth)

In 2015 the green team began surveying local businesses for their program. They reached out to businesses, Borough officials, members of the Chamber of Commerce, Green Team members, a "Buy Fresh Buy Local subgroup" of the Creative Team, and residents to compile information. Through their research a list of farms, farmers markets, CSAs, commercial gardens, restaurants and food businesses that sell or use agricultural products grown or produced in New Jersey was developed. A brochure with both Jersey Fresh Produce and Jersey Seafood was developed. Finally, a press release was sent to inform residents about the Buy Fresh Buy Local Campaign.

- [Buy Fresh Buy Local Brochure](#)
- [Press Release](#)

Roosevelt Borough (Monmouth)

The Roosevelt Green Team launched its "Buy Fresh, Buy Local" program in March 2017. A list was compiled of all CSAs, farm stands, and farmers markets within Roosevelt and neighboring towns (attached). Public service advertisements (PSAs) to promote the program were created and are printed monthly in the Roosevelt Borough Bulletin, the local community newspaper (print and website editions). The PSAs feature educational messages about the benefits of buying fresh and local, and include a link to obtain the location list. The hope is to increase awareness among Roosevelt residents about the importance of buying fresh and local, and to increase support for local farmers, helping to make the availability of fresh local food more sustainable.

- [Public Service Announcements](#)
- [Locations List](#)

Resources

Buy Fresh Buy Local Campaigns– Buy Fresh Buy Local Chapter Affiliates connect consumers in communities throughout the country to the freshest, most delicious locally grown and locally produced foods available. Through outreach education, fun events, festivals, and farmers’ markets, and by supporting local food system revitalization, chapter members and chapter affiliates are hard at work expanding the availability and quality of locally grown and produced foods. Program website:

<http://foodroutes.org/buy-fresh-buy-local/>

Buy Fresh Buy Local Toolbox: http://www.foodroutes.org/bfbltoolbox_2.jsp

Application form: <http://www.foodroutes.com/eflyers/application.pdf>

FoodRoutes Network and Community Involved in Sustaining Agriculture (CISA) have produced a toolkit: *Harvesting Support for Locally Grown Food: Lessons Learned from the "Be a Local Hero, Buy Locally Grown" Campaign*. The toolkit is designed for individuals and organizations interested in learning about the approach CISA uses to promote locally grown food through a multi-media marketing campaign.

http://buylocalfood.org/upload/resource/Harvesting_Support_Manual.pdf?PHPSESSID=b56b308a337bcf10d7f320625821ad93

Local Harvest website – Provides information and access to food grown closest to home. Find nearby farmers' markets, family farms, and other sources of sustainably grown food, to buy produce, grass-fed meats, and many other goodies.

<http://www.localharvest.org/>

NJ Department of Agriculture’s “Jersey Fresh” promotes the consumption of produce grown in New Jersey on local farms. The website includes information on agri-tourism events and attractions, like corn mazes and hayrides, roadside markets, community farmers’ markets, recipes, and a guide to seasonal produce. <http://www.nj.gov/jerseyfresh/>

Northwest Jersey Buy Fresh, Buy Local

The Northwest Jersey Buy Fresh Buy Local Campaign is an effort by the **Foodshed** Alliance, local farmers, and community leaders devoted to building connections between farmers and consumers through its Online Local Food Guide, food and farming events, and community outreach.

<http://foodshedalliance.org/programs/local-farmers-markets/>