

“Reaching New Markets and Building the Buy Fresh Buy Local Movement in Central Illinois”

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Illinois Stewardship Alliance

September 16, 2009



Starting a BFBL chapter

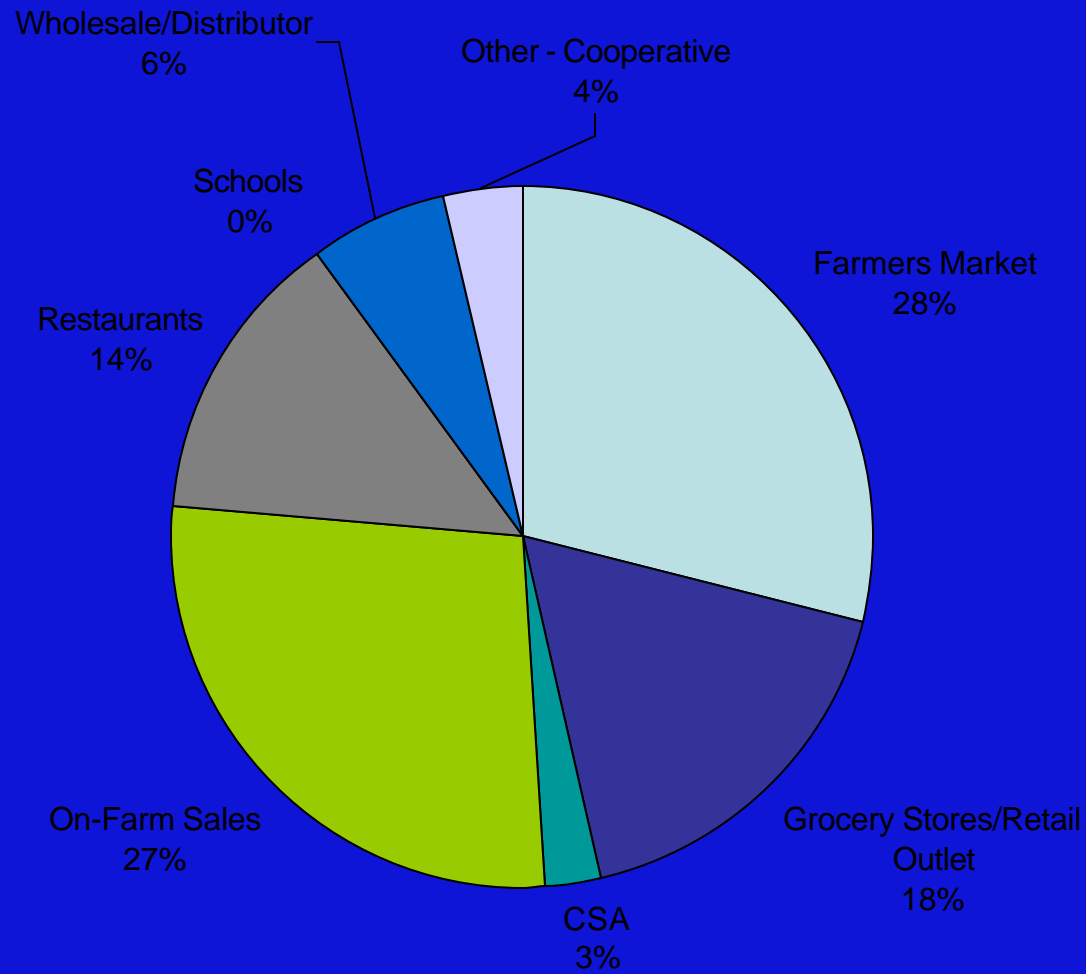
- Held two local producers meetings to determine interest
- Conducted survey of local producers
- Formed “BFBL Steering Committee”



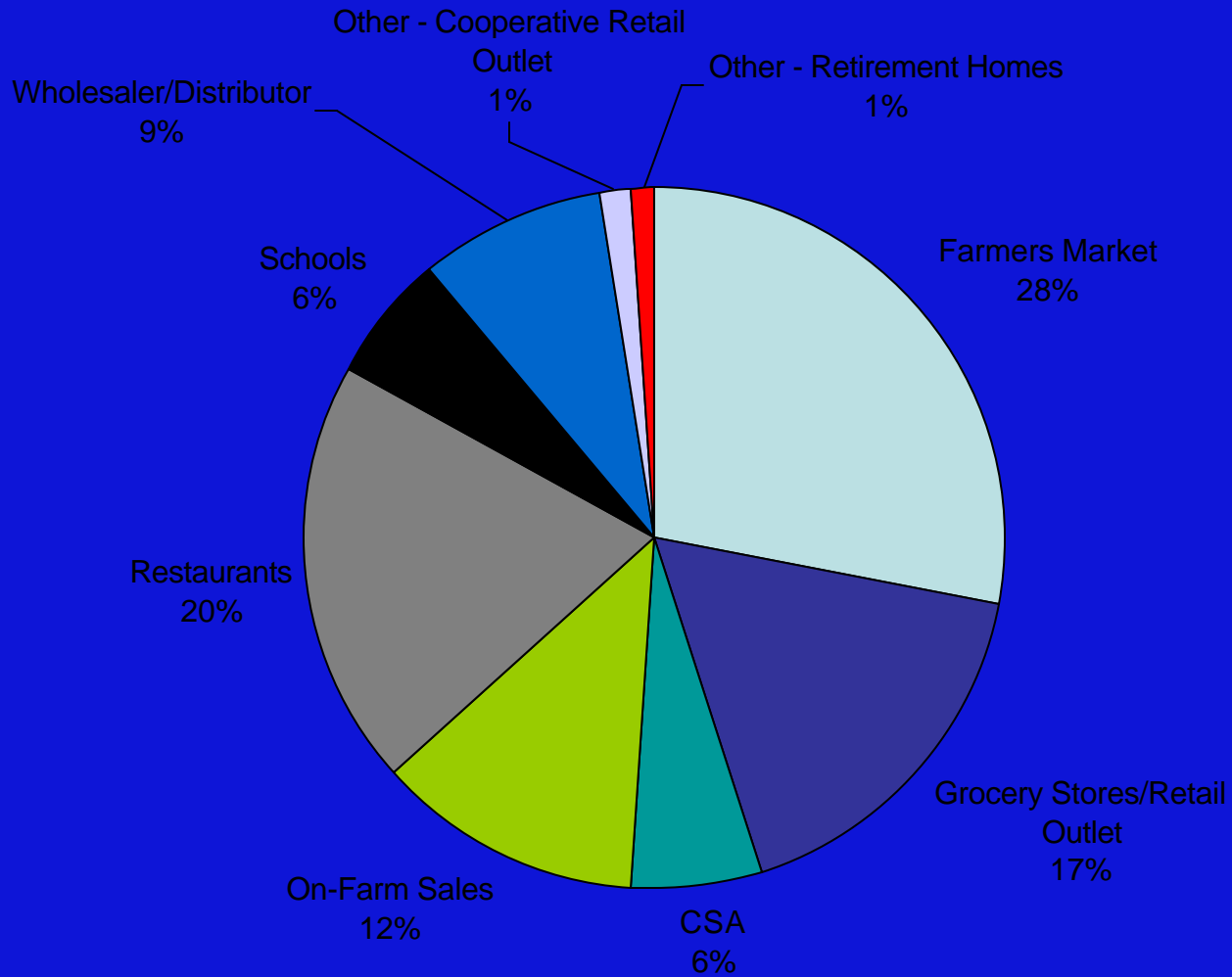
Producer Survey -Methodology

- Survey conducted spring/summer 2008
- Surveys were distributed at local producer meetings
- Surveys were mailed to 80 local growers
- Overall response rate was 49 percent

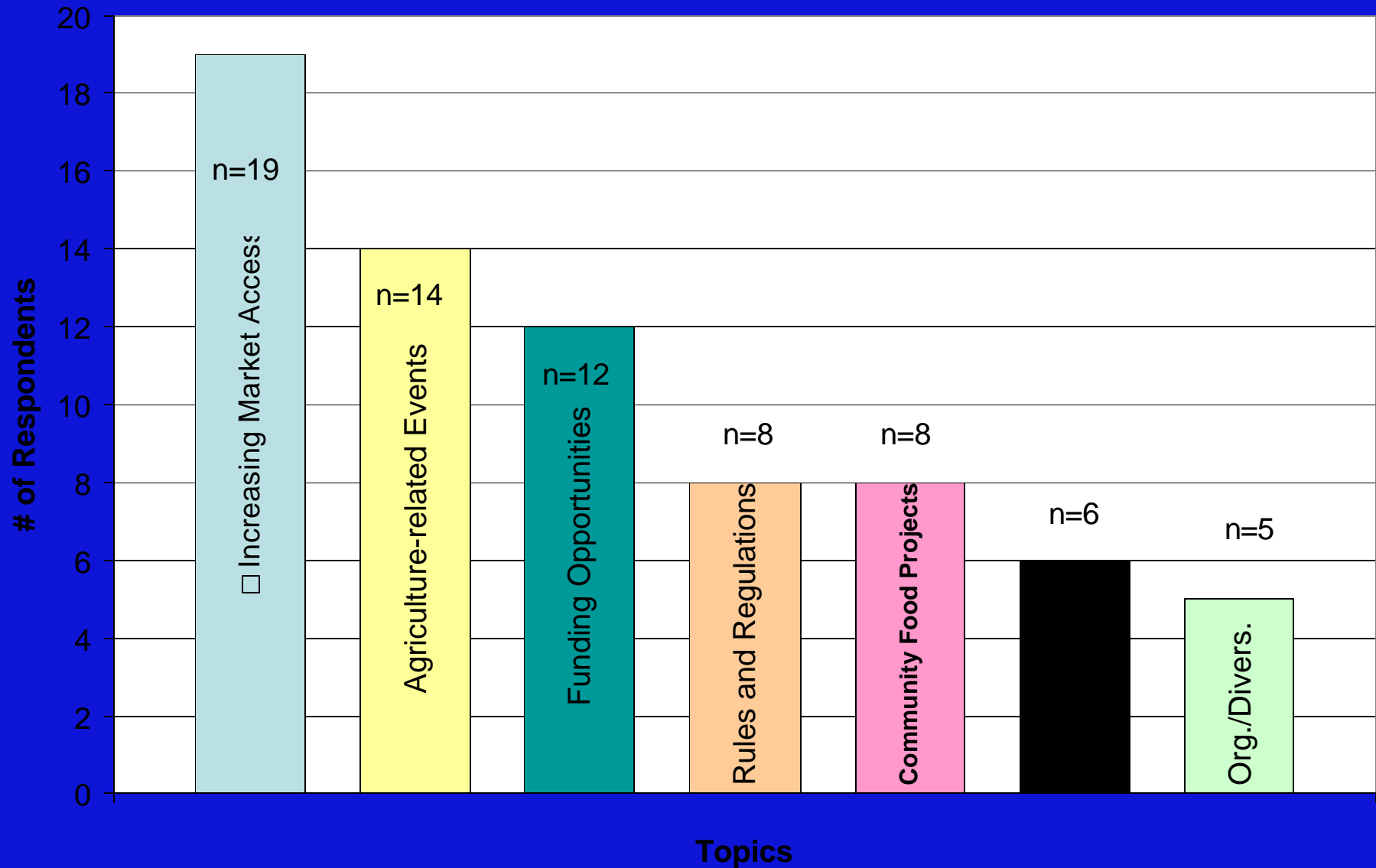
Where Respondents Sell Their Products



Where Producers Would Like to Sell



Topics of Interest for Producers



FoodRoutes Network: BFBL Support

- Pennsylvania -based Non-profit Org.
- Offers BFBL “package”
- 73 chapters established
- Coordinates National BFBL Network
 - Online Listserv
 - Conference Calls
 - Annual Conference



What is Buy Fresh Buy Local (BFBL)?

A marketing tool used by a network of “Buy Fresh Buy Local” chapters to involve individuals in the process of expanding markets for locally produced foods, increase the economic viability of small family farms, and to revitalize local foods systems.



Why BFBL?

- Raise Consumer Awareness
- Outreach/Education
- Marketing Tool
- Link Producers to Consumers, Retailers, Food Buyers
- Creates Network of Local Food System Counterparts
- Easy to Implement
- Professional, Appealing Design

Buy Fresh Buy Local Central Illinois Members



- Farms (53)
- Restaurants (11)
- Retailers (5)
- Distributors (2)
- Farmers Markets (7)

Membership Benefits

- Use of BFBL graphic materials
- Listing in BFBL directory
- Advertising opportunities
- Part of local food network
- New market opportunities



Membership Directory

Listing of members,
organizations and
events

2009-2010 Directory

CENTRAL ILLINOIS

**BUY FRESH
BUY LOCAL**

WWW.ILSTEWARDS.ORG • 217.498.9707

Connecting you with fresh, locally grown food

SPRINGFIELD AREA

Use this directory to find and contact farmers markets, family farms, and businesses that serve or sell locally grown products in and near Springfield, Illinois.

What is BFBL Central Illinois?

BFBL is a network of local growers and producers, restaurants, retail outlets, farmers markets, distributors and others who are working together to make fresh, healthy and delicious locally produced foods available in our community. THE SPRINGFIELD AREA INCLUDES SPRINGFIELD AND SURROUNDING CITIES. BFBL HAS EXPANDED TO COVER THE BLOOMINGTON, IL AREA. LEARN MORE AT www.ilstewards.org.

Why Buy Local?

- TASTE**
Fresh from the field to your plate, local foods are bursting with flavor and a taste that can't be beat.
- FRESHNESS**
Local foods are harvested at their peak ripeness and are available right after harvest, not after a long haul.
- ECONOMY**
Buying local supports family farmers and keeps money in the local community.

How Can I Support Buy Fresh Buy Local Central Illinois?

- VOLUNTEER**
Help us spread information about BFBL at local events or other year-round and your expertise to a BFBL project.
- DONATE**
Make a donation in any amount to the Illinois Stewardship Alliance to be used for BFBL events and materials.
- BE A "LOCAL LOCAL"**
Tell others why buying local is important to you and encourage them to do the same. When dining out, choose Buy Fresh Buy Local member restaurants and ask your server, "What's local today?"

Reaching New Markets

- Farmer – Food Buyer Networking Meeting (July 2008)
- Outreach to Retailers (May 2008 – September 2008)
- “Local Flavors” Restaurant Series (2008 and 2009)



- “Local Flavors” Lunch and Dinner Series
- Farm fresh food served in Springfield and Bloomington’s finest restaurants
 - Participating restaurants serve special with local, seasonal food

BFBL Central Illinois Member: Sysco Central Illinois

- Held several producer meetings and workshops at distribution facilities (Jan. – June 2009)
- Opened on-line market June 2009
- Barrier for producers: Insurance requirement



Next Steps

- Evaluate chapter activities through membership survey
- Expand BFBL Central Illinois
- Collaborate to identify economic data to support chapter

Contact

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