

# *Taste* The Local Difference®

SELECT NORTHWEST MICHIGAN 

## ***Tired of the candy sale?***

### **Raise dollars while celebrating our region's farms, instead!**

*Give kids a quality, meaningful alternative to candy sales and other fundraisers that pitch mass-produced products with no connection to home.*

### **Here are just some of the local-grown products from northwest Michigan that would make great fundraisers:**

- ◆ Scrumptious jams, salsas, fruit butters
- ◆ Maple syrup, honey, beeswax candles
- ◆ Herbal salves, soaps, hand cream
- ◆ Seedlings, perennial plants, fresh-cut bouquets
- ◆ In-season boxes of fresh fruit
- ◆ Autumn pumpkins, squashes, gourds
- ◆ Evergreen kissing balls, wreathes
- ◆ Dried fruit, frozen meat, smoked fish
- ◆ *And, yep!* Candy: Chocolate-covered cherries anyone?
- ◆ Special labeling for your fundraiser available from some sources

### **Here's how—a few ideas:**

- ◆ Use pre-made order forms from farms or local food companies, or make your own. Then, take orders from family, neighbors, co-workers.
- ◆ Hold a special event to highlight the sale—spring festival, harvest celebration, holiday cheer.
- ◆ Take advantage of opportunities for visits to the farm and the kitchen where the jam is made. Or invite the farmer or food producer to your event.
- ◆ Incorporate a fundraiser into the class curriculum.

### **Who's done it?**

- ◆ Antrim County Central Lake Elementary 4th graders raise an average of \$1,400 profit over two weeks, signing up family for orders. It pays for a history field trip.
- ◆ Benzie County's Lake Ann Elementary 5th graders made \$600 profit in four hours selling local fruit jams, salsas, and pumpkins at a harvest event last year. Meanwhile, Benzie Odyssey of the Mind Teams earned a \$450 profit in four hours selling 15 cases of similar products outside a local grocery store.

### **Interested?**

- ◆ Contact Diane Conners, *Taste the Local Difference* coordinator for the Michigan Land Use Institute, for tips and a list of farms and companies from Manistee to Mackinac that can provide you with farm-grown products. Reach Diane at 231-941-6584 ext. 16, or [diane@mlui.org](mailto:diane@mlui.org).