LOCAL FOOD NETWORK LICENSE

TLD's Mission

Educate consumers on the value of local food and help food & farming entreprenuers build successful, well-connected and thoughtful businesses

Contact:

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The following details assume a white-label license structure, with the tagline of 'Taste the Local Difference'

Local Food Brand Expertise: Includes TLD business model, outline of fee-based services, SOP's and insight from over 16 years of experience as a local food brand supporting small-medium sized farms.

Network Building: Guidance and resources for building a network of local food buyer/sellers. Consulting on TLD's experience and tools, guides to help assess current infrastructure and supply chain.

Website with Database Integration: Creation of a basic branded website, or integration of database into an existing website to support robust 'Find Food & Farms' functionality as well as online sign-up and payment mechanisms for partnership fees and services.

Financial Strategy: Assesment of existing budgets and business model, recommendations for marketing products and services, and support in developing a 3-year business plan with projections.

Digital Templates: Marketing Materials, Consumer Education Resources and Local Food Guide Templates, editable for your individual needs.

Discounted Design Rates: Receive discounted rates on design services from TLD's in-house design staff. This includes but is not limited to publication layout, re-branding marketing materials, infographic development, and other general design needs.

Marketing + Content Creation: Best practices for digital content creation, social media engagement, and third party media strategy.

Fee Structure:
$20,000 Year One + $5,000 annually each subsequent year

THE WEBSITE & TECHNOLOGY

Our platform has been structured with rapid growth in mind, and planned with the ability to pivot resources in order to meet market and license needs. Investment in the TLD platform gives you the power to direct the future of this burgeoning network.

Front End

User Interface
A mobile-first, desktop optimized interface with the responsiveness of a moble app. Focused on user-experience and design.

Find Food & Farms Search
A searchable, filterable, taggable directory with a single interface for looking up farms, food, restaurants, stores and all other public members of the licensee's network.

Partner Profiles
Customizable profiles for partnering farms, restaurants, stores, etc. featuring contact information, images, inventory and more.

Partner Questionaire Sign-up
Partner farms, restaurants, stores, etc. sign-in with a username and password to edit profile. Easy-to-use interface allows licensees to be more hands off with updates.
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Blog
Drive organic traffic to your site with the ability to share compelling content that further highlights your partners and their products or events.

Back End

Centralized API Core
TLD's cutom database for member information, products, and inventory; it acts as a common data source for all applications and third-parties that interact with TLD.

Database Manager Dashboard
Each licensee has top-level controls over the data within their network, allowing changes to membership, profiles, products and inventory. Traffic analytics and reports track ROI and provide audience insignts.

Blog Post Manager
Simple and straight forward, this section allows licensees to create their own seasonal content and recipes.

Export Functionality
All the data collected by the licensee is exportable. It can be done in full or by indicating the particular fields to export. This system is created with a simple mapping function in mind for local food guide production.

FREQUENTLY ASKED QUESTIONS

Can I customize the platform for my organization?
Absolutely! In addition to customizing the website for your particular brand, you will be able to add your own list of farming practices, modify the partner sign-up questionaire, or make other adjustments to the way data is entered and sorted that pertain to your organization.

How do you integrate with my existing website?
We recommend integrating with an existing website by linking the TLD platform in prominent places, including main navigation, relevant body copy and other areas. TLD can provide advice and assistance for this.

If you don't have an existing website or don't want to maintain one independently, the TLD platform is a fully functioning, beautiful website all on its own.

Do I have to use the database to get the print guide template?
The TLD database is created to make mapping functionality for print guides simple. Therefore you cannot access templates without using the database.

Will the TLD platform track clicks and searches?
Yes. The site will collect vistor data through Google Analytics, which will indicate how much traffic your site is getting, where that traffic is coming from and other metrics on user behavior and engagement.

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Will TLD be managing hosting?
The TLD platform is hosted on our own servers and integration with the platform will not require purchase of additional third-part hosting.

How will my current network data be uploaded?
TLD can perform initial bulk uploading of producer and product data by importing a spreadsheet provided by the licensee.

How does the search feature work?
Users will be able to search for food, farms, stores, etc. using either text fields or map. In addition, users will be able to filter their search by type of business, growing practice, products and labels (such as veteran owned) or other categories the licensee desires. The search will also have an "if-then" functionaliy so that, for example, if a user first selects "vegetables" then the option for "grass-fed" disappears.

LOCAL FOOD RESOURCE TEMPLATES

Files

Includes a variety of editable design files to repurpose with regional branding. Will also outline TLD policies for recognition. In addition to the files listed below, an overview of expected printing costs and lessons learned will be offered to Licensees.

Consumer Education Resources
Infographics and Posters including Seasonality Guide, Why Buy Local, Women in Farming, Food Waste Data, Preservation Tips, etc.

Local Food Guide
InDesign files for a local food guide in brochure and magazine-style format. Additionally a project managment tool to use for guide production.

Branding Template
Basic Outline of a Brand Guide to reference and re-create for regional brand. Importance of brand guidelines cannot be overstated, this document should be used at a minimum in all print and media relationships.

Point-of-Sale Marketing Materials
TLD has a growing library of Marketing Materials for use in retail environments. These materials have been tested and can be used as templates, recreated using the licensee's brand.

TRAINING & TIMELINE

This is an approximate outline of phased training and consulting modules including what to expect once you've committed to a TLD local food network license.

Phase One: Local Food Systems + TLD

One-on-one Local Food Systems Consulting
Network Building Best Practices
Guide for Local Food Supply Chain Assesment
TLD History + Current Business Model
Financial Assesment and Projections
Outline of TLD Services, Recommended First Steps

Phase Two: Design + Marketing

Guide Production Project Management
Sharing of Editable Design Files + Templates
Access to TLD Photo Library
Discounted Design Rates
Third Party Media Strategy
Ongoing Consulting

Phase Three: Digital + Data

Database Management or Integration Opportunities
Digital Content Creation
Blogging Best Practices
Social Media Presence
Economic Impact Data + Reporting
Online Sales Platform Revenue Opportunities
Ongoing Consulting

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