FROM FARM TO FORK TO COMPOST & BACK AGAIN

Our mission: The Certified Local Food Event program builds mission-driven events and inspires intentional support for the local food and farming community by assisting event organizers with local food sourcing, zero-waste initiatives, and community engagement.

Support your local food and farming community:
WHAT IS A CERTIFIED LOCAL FOOD EVENT?

CERTIFIED BY TLD

This program was created by Taste the Local Difference® (TLD) at the request of farmers, to ensure more local food is purchased at Michigan events and festivals every year.

INGREDIENTS SOURCED IN MICH.

The program requires at least 20% of the total ingredients associated with each event be locally sourced, meaning a source clearly connected to an identifiable local food and farm producer. The percentage is calculated using the dollars spent on food. TLD is always available as a resource for vendors to find all the local food ingredients they’re looking for.

20% TOTAL FOOD COSTS SPENT ON LOCAL FOOD

Now 20% might seem like a low threshold, but we want to encourage every event organizer to make a commitment to participate. Each event will determine their own local food percentage goal, and once they’ve achieved their goal, we’ll continually challenge them to push higher the next time.

ZERO WASTE INITIATIVE

Requiring compostable materials, partnering with recycling agencies, and implementing easy-to-use receptacles for food waste, bottles & cans, etc. are all examples of the initiatives that make zero waste events possible.

WHY CERTIFY?

It’s an important step forward to encourage local food sourcing and zero-waste initiatives at our region’s many events, but this certification also aims to provide validation, transparency and proof that events are committed to strongly supporting our local food community – from farm to fork to compost and back!

So, why should you certify your event? Because:

- Becoming certified speaks to the mission of your event, it is brand enhancing and generates positive community support
- Educating attendees on local food helps them make healthier food choices all year-long
- You’ll be contributing to your local food economy and growing local jobs
- The convenience of local food makes it easy to customize your menu
- You’re supporting our natural environment and helping to preserve local farmland by making farming a more sustainable career
- You will create long-lasting, meaningful relationships with local farms, restaurants, and local food organizations
- You can give attendees what they want: People are increasingly interested in where their food is grown, the growing practices, and the farmer who grew it—let us help you!

By choosing to certify your event, you are choosing to SUPPORT THE LOCAL FOOD AND FARMING COMMUNITY.
HOW IT WORKS

01
Contract TLD to certify all food-related components of your event by emailing events@localdifference.org

02
Let TLD help you clarify your goals:
- What do you hope to accomplish serving local food?
- What local food percentage do you want to achieve?
- What does local mean to you?

03
Utilize TLD’s widespread knowledge and deep connection within the local food and farming community to identify your partners and vendors

04
Create a menu and organize the participating food vendors being sure to highlight what’s in season locally

05
Let TLD verify sources, using an ingredient sourcing form completed by each vendor, and reviewing invoices as appropriate. TLD is always willing to sign a confidentiality agreement form.

06
We calculate the local food percentage. The local food percentage is used to verify the amount of local sourcing at the event and is frequently used in promotions and communications.

07
TLD helps promote, market, and celebrate the event with marketing materials, a press release and other appropriate marketing channels.

PRICING

$300 STARTING RATE*

*Prices may vary depending on TLD’s involvement in vendor organization, day-of coordinator or added marketing requests. Any additional responsibilities and costs will be discussed before a contract is signed.
In the first year, TLD completed 13 different certified local food events that contributed over $41,120 to the local food economy. In 2017, we’re well on our way to doubling that number.

**CERTIFIED EVENTS**

- Empire Asparagus Festival
- Short’s Anniversary Party
- MIFMA Conference
- Red Drive Concert Series
- Farm Route to Prosperity Summit
- Michigan Clean Energy Conference

**EMAIL**

events@localdifference.org for more information about certifying an event or to find local food events near you.

[localdifference.org/certified](http://localdifference.org/certified)

@localfoodevent

#certifiedlocalfoodevents