What is TLD?
Taste the Local Difference® is a local food marketing agency. Every bit of work we do has one underlying mission—to sell more local food in your community. We promote the farms and producers that make all of the good food we eat. And we celebrate the restaurants, retailers, event organizers and many others that make local sourcing a priority.

Marketing for your Business
Taste the Local Difference® works with all types of local food businesses, providing a wide-variety of marketing support to achieve business goals from production to the final sale.

We can help your business build brand awareness, increase revenue and find new market connections.
START HERE

THE BASICS

Every business is different, which is why there’s no single marketing plan that’s best for everyone. We make it easy:

1. **Sign-up** for a basic TLD partnership
2. **Select a Service Package** based on your individual business goals
3. **Customize** by adding-on other products and services, or get a quote to plan ahead.

Read on to learn more about what we have to offer and how we help entrepreneurs like you build successful, well-connected & thoughtful businesses.

ADVERTISING AVAILABLE: DIGITAL + PRINT

TLD produces an annual Guide to Local Food & Farms in Northern Michigan and Southeast Michigan. Together the two publications reach over 110,000 homes and businesses, distributed for free through a proven network of partners.

localdifference.org is used by thousands of people every month, year-round. The website and print guides are a go-to resource for learning about local agriculture, healthy eating, math and social skills that can be learned in the market setting.

Print and digital advertising is available. More information and rates can be found at localdifference.org/advertise

INTERESTED IN DESIGN SERVICES?

Taste the Local Difference is a full-service marketing firm specializing in local food. This expertise gives our clients a competitive advantage.

Ask us for a quote on any of the following design services:

- Logo Design
- Stationery
- Brochures
- Flyers
- Advertising
- Websites
- Brochures
- Merchandise

A-LA-CARTE MATERIALS

One of our key strategies to help sell more locally grown and made food is to differentiate local products on the shelf and in the produce cooler.

TLD has a growing library of a-la-carte marketing materials. The branded signage features our bright orange color scheme, making local products immediately identifiable.

View the library of marketing materials online at localdifference/point-of-sale or place an order by email.

CERTIFIED LOCAL FOOD EVENTS

This TLD program encourages event organizers to make a commitment to sourcing at least 30% of their food ingredients locally. Certify your next event!

SCHOOL POP-UP MARKETS

A pop-up farmers market event is designed to introduce students to local agriculture, healthy eating, math and social skills that can be learned in the market setting.

Hire TLD to help you organize an event at your school.

CHOOSE A SERVICE PACKAGE

View the library of marketing materials online at localdifference/point-of-sale or place an order by email.

GUIDE KNOCKOUT PACKAGE

Make the most out of the Guide to Local Food by adding an image and customizable call-out (up to 120 characters) to your print listing.

Ideal For: Direct-to-Consumer Businesses looking to add personality and differentiate their listing.

LOCAL FOOD & DRINK TOUR PACKAGE

Get featured in one of our Local Food Enthusiast tour recommendations online. Plus, include a highlighted ‘must-try’ product of your choice in your print listing.

Ideal For: Businesses open to the public interested in attracting tourists and local visitors.

B2B SALES CONNECTIONS PACKAGE

Our Business-to-Business Resources help connect local purchasers and suppliers to increase sales. Get included in these resources and receive 5 hours of consulting time with TLD staff about new sales or local sourcing leads.

Ideal For: Local Purchasers (Institutions, Restaurants, Retail and/or Suppliers interested in new B2B Connections)

COOKING DEMO PACKAGE

In this delicious package you’ll receive a set of 5 unique cooking demos including all set-up, ingredients, promotion and 3-hour demos.

Ideal For: Farmers Markets, Value-added Producers or Retailers who want to teach consumers food to cook with fresh ingredients or promote their products for sale.

DIGITAL & SOCIAL PACKAGE

Build awareness and expand your reach through TLD’s expansive digital and social network. We’ll plan and schedule five social posts about your business, write a blog feature and provide up to three months of discounted digital advertising.

Ideal For: Businesses aiming to increase their brand recognition and invest in marketing with clear ROI reports

EXTEND YOUR REACH BY CONNECTING WITH MORE CONSUMERS ONLINE

Targeted Email Blast

Increase sales by targeting your pitch to a specific customer segment

Digital Media Services

Social Media Shout-outs or Featured Blog Posts

Discounted Professional Photography

Improve your marketing efforts with high-quality imagery at an affordable price

Pricing and Order Information Can Be Found On The Attached Form or Online at LocalDifference.org/Sign-Up
The U.P. Food Exchange is excited to be working with Taste the Local Difference. People all over Michigan are doing great work to create a vibrant local food economy and TLD’s services can benefit us all. They work with representatives from all aspects of a community food system, giving them unique insight into the needs of the entire system. Progress can only truly happen when all regions of the state are part of the network. We are proud to work with TLD to support local food in the Upper Peninsula.

Sarah Monte, Outreach Director
Marquette Food Co-op

Taste the Local Difference provides a rich source of information for both Michigan market-goers, vendors, and staff alike. This publication is jam-packed with a wide variety of articles including recipes, business and organization spotlight pieces, directory information for local farms, businesses and CSAs, advertisement opportunities for local businesses, historical pieces and so much more! TLD helps spread the word about local food systems in an entertaining and visually appealing format—a feat that is by no means easy, and is immeasurably helpful to the farm to table movement.

Renee Henry, Former Asst. Market Manager
Ann Arbor Farmers Market

We can’t keep the magazine stocked at our restaurant it goes so fast; people see what farms we’re affiliated with because of the branding and seek us out for that reason. Now farmers approach us more to get on board. It truly helps that TLD is recognized throughout Michigan and tourists see it, and seek it out when looking where to spend their money. I find myself wanting more branding opportunities with TLD to advance that. I personally love the idea that it also opens the door for me, as a restaurant and small business owner, to buy more local.

Eric Peterson, Owner & Head Chef
The Fresh Palate

As busy producers, finding new sales outlets can be time-consuming with few strong leads, but TLD’s knowledgeable staff can take the guesswork out of connecting buyers and suppliers.

Brian Bates & Anne Morningstar, Owners
Bear Creek Organic Farm

FAQS

How do you define local?
The short answer is we don’t define it; everyone views local differently, so we give consumers the information they need to decide if a product is “local” enough for them.

That said, we currently use our materials to highlight products from within the state of Michigan.

Are you a non-profit?
No. We are mission-driven and complete our community food systems work following a sustainable, for-profit business model.

What areas does TLD serve?
Businesses anywhere in Michigan can sign-up for TLD’s digital services online. Currently, the two print publications cover the northern Lower Peninsula, Upper Peninsula and southeast to the tri-counties.

Will TLD ever expand outside of Michigan?
The TLD business model is licensable by individuals or organizations outside of Michigan. If you’re interested in more information please email tricia@localdifference.org
Business Name: ________________________________________________________________

Business Category (select one):

☐ Farm  ☐ Farmers Market  ☐ Winery, Brewery, etc.  ☐ Retail  ☐ Restaurant  ☐ Value-Added Producer

CONTACT INFORMATION

Physical Address: ________________________________________________________________

City: _________________________________ Zip Code: _____________________________

Mailing Address, if different: __________________________________________________________

City: _________________________________ Zip Code: _____________________________

Name of Contact Person: _____________________________________________________________

Phone Number: ___________________________ Email Address: ________________________________

BRIEF DESCRIPTION

What is your story? What should consumers know about your business?

_________________________________________________________________________________________

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_________________________________________________________________________________________

_________________________________________________________________________________________

_________________________________________________________________________________________

COMPLETE ORDER FORM ON BACK PAGE >
Pricing & Order Form

Please see the TLD Services Brochure for more detailed descriptions.

1. **THE BASICS**

Pick one basic category below that matches your business type, then select your services or add-ons in the next steps.

<table>
<thead>
<tr>
<th>Farms</th>
<th>Farmers Markets</th>
<th>Value-Added Producers</th>
<th>Wineries, Breweries, etc.</th>
<th>Retail Stores</th>
<th>Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50</td>
<td>$100</td>
<td>$250</td>
<td>$250</td>
<td>$250</td>
<td>$250</td>
</tr>
</tbody>
</table>

*The Basics include a simple print and digital business listing with Taste the Local Difference. Any business may sign-up online for free to be included in TLD’s digital database of local farms and food producers, but they will not receive any other benefits.

2. **PICK A SERVICE PACKAGE**

Every business is different, pick a service package that meets your individual goals.

- **Guide Knockout:** Upgraded print listing in the Guide to Local Food
  - $275
- **Local Food & Drink Tour:** Promoted in TLD Website Tour Recommendations
  - $450
- **B2B Sales Connections:** Improve business-to-business relationships & sales
  - $525
- **Cooking Demos:** Educate and promote local food with five engaging demos
  - $2,000
- **Digital & Social:** Increased digital and social media support for your business
  - $375

3. **SELECT YOUR ADD-ONS**

These products and services are available a-la-carte, pick any you’d like to add on.

- **Discounted Professional Photography:** $200
- **Targeted Email Blast to Customers:** $450 +
- **A-la-carte Marketing Materials:** varies, see pricing at localdifference.org/point-of-sale
- **Social Media Shout-out:** $25
- **Featured Blog Post:** $350
- **Print & Digital Advertising:** varies, see pricing at localdifference.org/advertise

4. **TALLY UP THE TOTAL**

The Basics + Service Packages + Add-ons

$ ____________

- **Invoice Me**
- **Check Enclosed**

Check Payable to: Taste the Local Difference  425 Boardman Ave Ste C, Traverse City MI 49684