

Start Here: <https://www.localdifference.org/tld-partners/login.html>

## STEP ONE: BUSINESS SURVEY



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### Categories

Select the category below that best describes your business.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Retail Store    | <input type="checkbox"/> Farmers Market | <input type="checkbox"/> Restaurant         |
| <input type="checkbox"/> Winery          | <input type="checkbox"/> Brewery, Etc.  | <input type="checkbox"/> Distillery         |
| <input type="checkbox"/> Meadery         | <input type="checkbox"/> Cidery         | <input type="checkbox"/> Specialty Producer |
| <input checked="" type="checkbox"/> Farm | <input type="checkbox"/> Food Truck     | <input type="checkbox"/> Food Hub           |

### General Questions

1. Is this a parent company with multiple locations?

### 2. Physical Location

TLD PARTNERS HOME

EDIT LISTING PROFILE

EDIT FARMER TO RESOURCE PROFILE

TLD & YOU

BUY & SELL LOCAL PRODUCTS

FOOD DONATIONS



18. Do You Own or Lease Your Farmland?

- Lease  Own

19. Are You Interested in Purchasing or Renting Additional Land?

- Yes  No

20. About your Farm

In your own words please provide a brief description of your farm. This is very important because it will be the short summary that consumers see when using the maps, apps, and website.

Avalon Farms has been in our family since 1932. Our concern for our community, and soil and water resources is the foundation for our family business. We have committed to continue using this land for food production far into the future by enrolling more than 500 acres into Michigan's Purchase of Development Rights program. We are the 50th farm to do so and are proud that future generations of the family will have the opportunity to farm the land that has now been in our family for four generations. During spring, summer and fall our on farm market, The Veggie Barn, is stocked with all the wonderfully fresh produce we raise, as well as fresh fruits and vegetables raised by family farms from all over Michigan. At Avalon Farms we utilize environmentally sound farming

21. Is the owner of this farm a veteran, honorably discharged from a US armed Service?

- Yes  No

CONTINUE →



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## STEP TWO: UPLOAD PHOTOS



No images have been uploaded

### Add Image

Images must be in a web-compatible format and less than 1 MB in size. Photos of your business are great source of marketing and very appealing to customers. These will be seen along with your listing on the TLD app and website. You may come back at another time to add or edit photos.

Image Description / Title

Choose File No file chosen

UPLOAD IMAGE → **1**

CONTINUE → **2**

**DOWNLOAD OUR BROCHURE**

Get connected and download our brochure as an introduction to our local food community.

**DOWNLOAD NOW →**

**FARMER TO RESOURCE**

**PROCEEDS TO BENEFIT AMERICAN RED CROSS NORTHERN MICHIGAN** @lpwines @leelanauwine

**THE PART FOR THE REDS OF OCTOBER** Experience Leelanau's Red Wine All Month Long \$25 per person October | Monday - Friday

Click Here for More Details

**Shop the Farmers Market with your**

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### STEP THREE: SIGN PLEDGE



Please review and “agree” to our pledge below.

The Taste the Local Difference (TLD) initiative pledges to:

- Include your business in the TLD database and select marketing materials, such as a searchable website, smartphone apps (iPhone and Android), and various print materials including brochures, maps, and other publications.
- Provide opportunities for you to promote your business through other TLD marketing efforts and events. (Paid and unpaid.)
- Recognize your business as a TLD Partner.
- Provide liaison support between producers, buyers and consumers.
- Provide broad marketing and public relations support for locally grown food in the region where your farm or food business is located in Michigan.
- Promote the vision and goals of the Good Food Charter ([www.michiganfood.org](http://www.michiganfood.org)).
- Protect the value of the TLD brand to consumers by ensuring that all Taste the Local Difference® partner businesses honor TLD's core tenets of trust, truth, and transparency.  
***TLD requires that every participating TLD food business provides consumers, upon request, with honest, accurate, and timely information about the growing practices, origins, ingredients, processing methods, and labor practices used to create their products.***

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• Protect the value of the TLD brand to consumers by ensuring that all Taste the Local Difference® partner businesses honor TLD's core tenets of trust, truth, and transparency.  
**TLD requires that every participating TLD food business provides consumers, upon request, with honest, accurate, and timely information about the growing practices, origins, ingredients, processing methods, and labor practices used to create their products.**

**As a Taste the Local Difference Partner, I will:**

- Continue to make locally grown products a priority in my business
- Only use the TLD logo and other marketing/branding materials licensed by TLD to encourage sales of Michigan grown, or produced, products
- Act in a manner consistent with the mission and founding principles of Taste the Local Difference®
  1. Develop Authentic Relationships and Collaboration
  2. Maintain and Defend the Integrity of Local Food
  3. Help Local Food and Farm Businesses Succeed
  4. Support Diverse and Innovative Markets for Local Food
  5. Create Free Educational Resources
  6. Build the Demand for Local Food
- Permit the use of my business name in TLD marketing efforts
- Provide a detailed listing of my business for inclusion in the TLD database
- Provide accurate information about the growing practices, origins, ingredients, processing methods, and labor practices used to make my products
- Operate my business with civility and respect towards all people regardless of race, sexual orientation, gender, disability, political affiliation, religious beliefs, age, or social status.

\*Taste the Local Difference® operates in regions around Michigan. We ask that farmers and producers emphasize sales of their products within the geographic area where the business resides.

I have read and agree with the TLD Pledge.

Enter Farm Name

Enter Representative Name

CONTINUE →

eat  
sea  
DIGITAL





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## STEP FOUR: SELECT PARTNERSHIP LEVEL + ADD ON SERVICES

(Select automatic renewal or single year)



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1 - TLD Payment Options for the Selected Directory Types

### FARMS

Please select a payment option:

#### Automatic Renewal Cancellation Policy

- \$50.00 per year
- \$5.00 per month

#### Single Year

(Renewal Required Each Year)

- Free Listing (no benefits)
- \$100.00
- \$50.00 First Year Special
- \$9.00 per month

2 - Pick Service Package(s)

- GUIDE KNOCKOUT - \$275.00
- LOCAL FOOD & DRINK TOUR - \$450.00
- B2B SALES CONNECTIONS - \$525.00
- COOKING DEMOS - \$2,000.00
- DIGITAL & SOCIAL - \$375.00

3 - Pick Add-Ons

- DISCOUNTED PROFESSIONAL PHOTOGRAPHY - \$200.00
- TARGETED EMAIL BLAST TO CUSTOMERS - \$450.00
- A-LA-CARTE MARKETING MATERIALS - *Select to Expand* more details at [localdifference.org/point-of-sale](http://localdifference.org/point-of-sale)
- SOCIAL MEDIA SHOUT OUT - \$25.00
- FEATURED BLOG POST - \$200.00
- PRINT & DIGITAL ADVERTISING - *Select to Expand* more details at [localdifference.org/advertise](http://localdifference.org/advertise)

TODAY'S TOTAL:

\$50.00

CONTINUE →

I NEED HELP TO DECIDE, PLEASE CONTACT ME →

FARMER TO RESOURCE



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## STEP FIVE: COMPLETE PAYMENT



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Discount Code

APPLY DISCOUNT →

Amount Due: \$50

For sponsorships, please contact TLD.

Note: By selecting auto-renewal for your chosen marketing level, you agree that TLD may automatically renew your partnership each year. You will receive an email notice 30 days prior to your automatic renewal, for questions or to cancel your auto renewal partnership, please contact your Local Food Coordinator

Name on Card

Card Number

Card Security Code

Expiration Date (MM/YYYY)

MAKE CREDIT CARD PAYMENT →

DOWNLOAD OUR BROCHURE



FARMER TO RESOURCE



Shop the Farmers Market with your