

For Immediate Release

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Deadline for the Taste the Local Difference® 2016 Guide to Local Food

Taste the Local Difference® (TLD) is a local food marketing agency based out of northwest Michigan. For over twelve years they've been promoting local farmers and food producers through the power of collective branding and storytelling. TLD differentiates local product on store shelves and throughout the community to ensure consumers consider the local options they have when making purchasing decisions.

One of the ways TLD promotes local food in the community is with their annual print publication, The Guide to Local Food- published in partnership with MyNorth/Traverse Magazine. This guide is a free resource for the community and is distributed in grocery stores, community libraries, visitors bureaus and hotels.

In 2016 TLD will distribute 50,000 copies of The Guide to Local Food- they'll be doubling it's size and adding content to cover all thirty-seven counties of northern Michigan, including the upper peninsula. Only TLD Partners are listed in the Guide which helps consumers to connect with local food & farms.

The deadline to sign-up as a TLD partner and get your business listed in the 2016 Guide to Local Food is February 1, 2016- less than a week away.

TLD partners can be any business involved in the local food value chain - from farmers and distributors to retailers and restaurateurs. Through these diverse partnerships TLD is able to assist their partners in developing new market connections and strengthening those that already exist. The key to these partnerships though is transparency, TLD Partners must agree to completely transparency with their consumers about growing practices, product sourcing, etc.

Transparency is about drawing a clear and unbroken line from a product to its source. Local farms are one of those sources and sustaining local agriculture is a top priority for Taste the Local Difference.

It's why farmers are able to sign-up to become a TLD Partner at the most basic level for FREE. Farmers can also choose to purchase additional levels of marketing with fees that remain incredibly affordable. In fact, all categories of TLD partnerships are priced reasonably with annual fees based on levels of participation.

The sign-up and renewal period to become a Taste the Local Difference® Partner is in full swing. While the deadline for the Guide to Local Food is just one week away, partnership sign-up is available at any time in preparation for the 2016 season.

To learn more and become a TLD Partner, please visit: <http://www.localdifference.org/sign-up>