



# Buy Fresh Buy Local Cape Cod

## Introduction

The Buy Fresh Buy Local Cape Cod initiative, now in its 10th year, was designed as a print and digital campaign to connect the public with Cape Cod farmers and growers. Since its launch in October 2008 it has enjoyed increased success year-on-year with a growing membership and a heightened outreach presence across digital and print platforms.

## Our purpose

Our mission is to connect the public with Cape Cod's locally harvested land and sea products.

## What we do

As part of the Cape Cod Cooperative Extension, BFBLCC collaborates with Extension educators to provide a whole host of marketing pieces including delicious recipes, facts, health information and tips which encourage consumers to eat more local food.

We also provide marketing support to educational projects that provide learning resources to the public.

## How we do it

We utilize both print and digital marketing platforms to advertise and educate on what's fresh and local, year-round.

**20,000 copies of our Local Food & Farm Guide are circulated on and off Cape**

**Facebook, Twitter and Instagram communities, with over 4000 followers, amplify our message to encourage consumers to buy and eat more local food.**

**Digital monthly newsletter highlighting farm events, local happenings, farm-to-table dining options and farm-stand specials is released to over 2,500 readers.**

## Contact Us

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## Our key messages

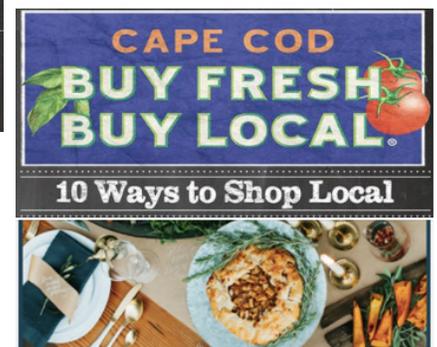
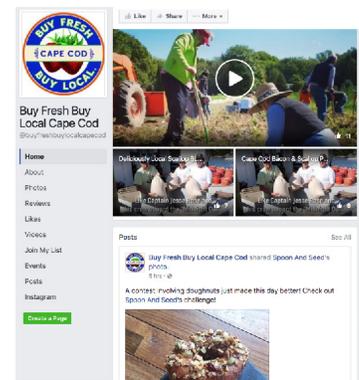
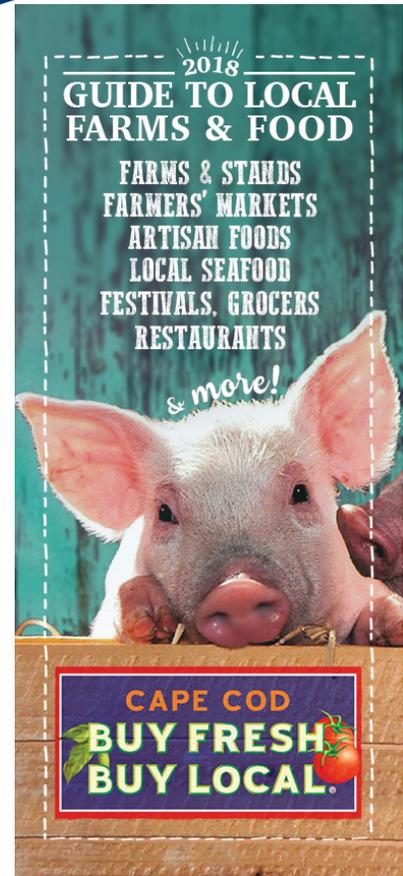
- Local food supports our economy
- Local food is healthy and fresh
- Local food is accessible to everyone

## Developments for 2019

BFBLCC is looking for the highest levels of engagement with consumers and industry as it moves into 2019. Cape Cod is a region with easily recognized boundaries and a distinct identity and we want to unite our diverse land and sea products under one brand. We are collaborating with the food industry and community organizations to maximise our activities promoting consumption of local food.

## Opportunities include:

- A new and expanded website that includes Cape Cod farm and sea products.
- Digital and print education materials produced for all ages and demographics.
- Series of affordable meet-your-farmer events throughout they year.





## OCTOBER NEWS

Buy Fresh Cape Cod October News

### Harvest For The Hungry happening this month!

Want to be a farmer for the day at Cape Cod Organic Farm? Spend a few hours out in the fields and volunteer your time to harvest sweet potatoes and butternut squash for food pantries across Cape Cod! Tim Friary of Cape Cod Organic Farm is once again generously donating fall produce to local food pantries. Sign-up for the date(s) that work for you, starting this Sunday. Bring friends and family along!

[Click here to register, and make sure to share this invite!](#)



In 2017 approximately 100 volunteers and AmeriCorps members harvested, sorted, and packed over 2,400lbs of organic sweet potatoes at Cape Cod Organic Farm. The potatoes along with other produce were donated to food pantries across Cape Cod.