



FTC Alliance 2011 Goals

Goal #1: *Connect local food producers, consumers and local food advocates.*

Strategies:

- Networking at Alliance meetings
- Maintain communication network through the Alliance list-serve
- Print an annual members directory that lists specific needs of both producers and buyers
- Host networking events
- Maintain website
- Promote other existing initiatives like St. Croix River Valley Buy Fresh Buy Local, Northwest Regional Food Network, Local Dirt
- Establish an in-between person focused on institutional markets

Goal #2: *Promote local foods and where to find them and educate the public on the benefits of local foods.*

Strategies:

- Press releases/letters to the editors
- Use of Alliance display at various community events
- Taste testing of local foods
- Promote other existing initiatives like St. Croix River Valley Buy Fresh Buy Local, Northwest Regional Food Network, Local Dirt
- Maintain website

Goal #3: *Assist Alliance members with their individual marketing needs*

Strategies:

- Create general marketing materials that can be personalized by Alliance members (i.e. banners or flyers available to wholesale consumers)