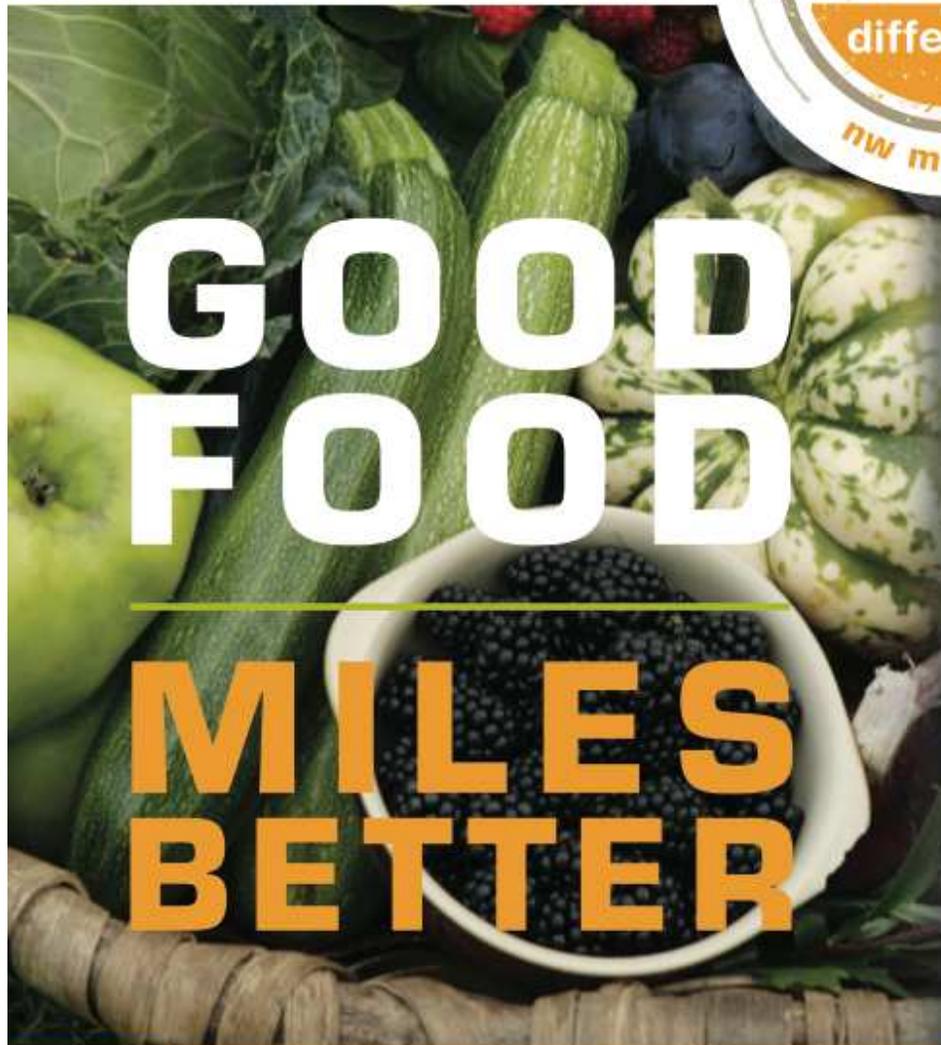




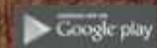
TLD is a collaborative program of the Michigan Land Use Institute, the Northwest Michigan Food & Farming Network and other food system partners.



GOOD FOOD

MILES BETTER

GET THE APP!



The Local Food & Farm Guide is also available digitally on our website and by downloading our smartphone app from the App Store and on Google Play. Much more detailed information is available for each TLD listing using these resources.



(231) 941-6584
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Traverse City, MI 49684

www.localdifference.org

FOOD & FARMING NETWORK

Building Northwest Michigan's Agricultural Future



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Get Farming



SeedSAVING
A PROJECT OF THE
FOOD&FARMINGNETWORK



Get Farming!
Keep Farming!

Food & Farming Network Summit 2014 1/31/14 and 2/2/14

News of Note

News of Note

Network Comments on the Food Safety Modernization Act

[comments are due November 22, 2014]

The Northwest Michigan Food & Farming Network is comprised of leaders, organizations and businesses in the sectors of farming, health, economic development, land conservation, school food, retail and local food economy initiatives in a 10-county region in rural Michigan. [Click here to download full text \(PDF\)...](#)

Upcoming Events

Seed Saving Workshop and Seed Exchange

11 January 2014 - 10:00am to 2:00pm

Food & Farming Network Summit

31 January 2014 - 5:00pm

Northern Michigan Small Farm Conference

1 February 2014 - 8:00am to 5:30pm

Farm Business Feasibility Workshop

4 February 2014 - 5:00pm to 7:00pm

Intro to Financial Statements for Farming Workshop

Project Notes

Get Farming! Keep Farming! Workshops are being scheduled with lots of variety in topic and location. [Read more here...](#)

Traverse City Restaurant Supports Farm to School Efforts. [Click here for details...](#)

MLUI receives grant to scale up local food in schools. [More here...](#)

Food Hub Grant – A \$200,000 grant is bringing a proposed regional food hub in Traverse City one giant step closer. [Read more here...](#)

Passing on the Farm: Farm Succession resources. [Click here for information on farm succession, presentations from a workshop, links to other resources.](#)

Wholesale Success: resources and links from the February 11 workshop are [online here.](#)

NWMI FOOD & FARMING NETWORK GOAL

By 2020, the region's food and farming systems are more resilient and provide at least 20% of our region's food.

WHAT THE FFN DOES

Meets approximately 10 times a year.

Half of the meetings are business meetings with tight agendas meant for Project Teams to report on progress

Half of the meetings are information/education focuses where speakers of interest attend and general updates from around the region are heard.

Co-convened by MLUI and MSU E.

No budget, no funding

One major event each year, the annual food & farm summit

In 2014 this will be coordinated with the NM Small Farm Conf.

Sets goals, creates project teams, measures progress, coordinates food & farming activities around the region.

Underlying Project Considerations



Think big.

Consider the consumer in all planning and design.

Create real, measurable, value for TLD in the community, for producers, food purveyors, and the consumer.

Design metrics into each component from the beginning.

THIS IS AN EXPERIMENT



A = local food

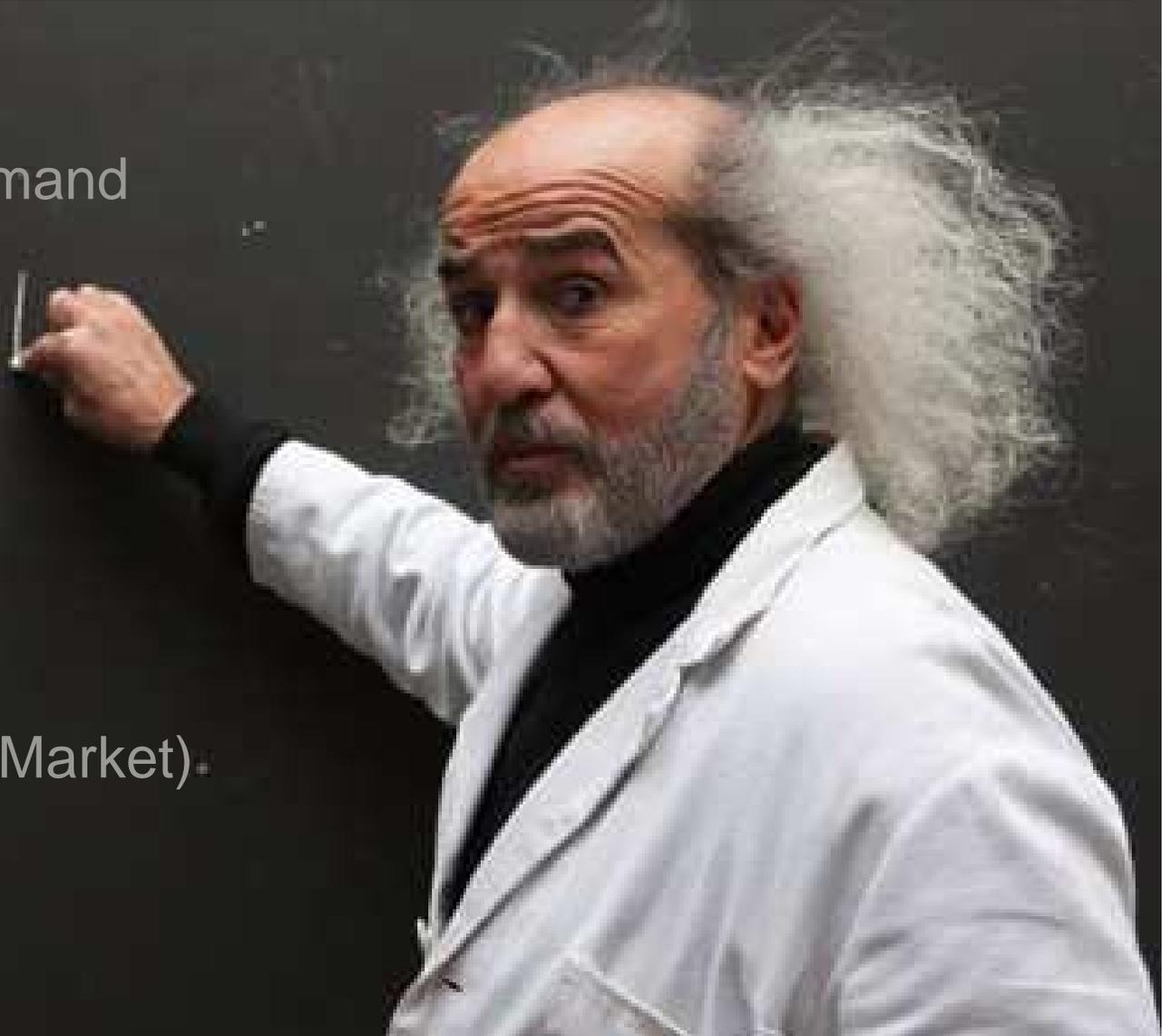
B = Consumer demand

X = 20%

$$(A) * (B) * (Y) = X$$

If X = (20% of Local Market)

Find for Y



The Main Hypothesis



By applying a professional, consumer oriented, brand to local food products, and later a marketing campaign, we will be able to measurably increase the purchase of local foods across northwest Michigan.

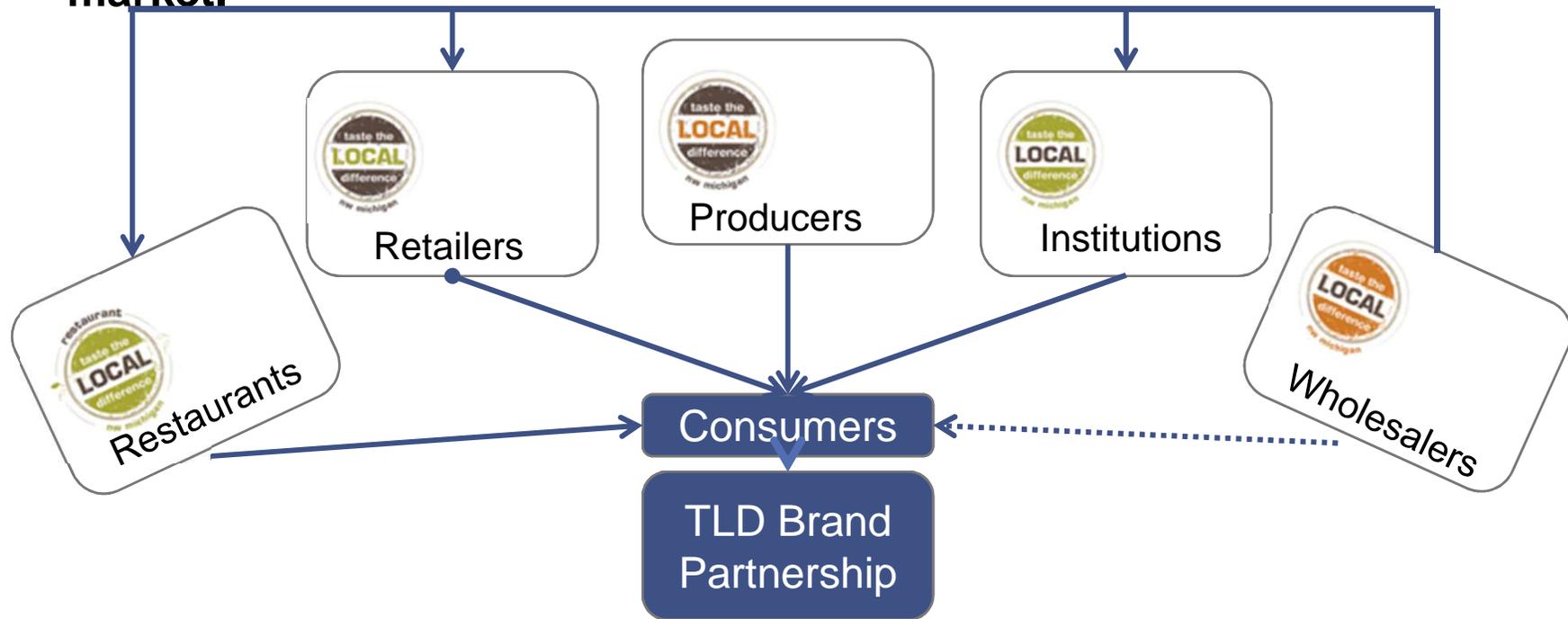
Hypothesis Strategy



“THIS IS A TEST, THIS IS ONLY A TEST”



During 2013 we will be testing several hypotheses regarding the effectiveness and viability of Taste the Local Difference as a local food brand in Northwest Michigan. Hypotheses will be tested in several pilot programs. Shifting to a “pull” market from a “push” market.



PULL

As part of the marketing pilot,
we'll be testing several assumptions.

WHAT WE'LL TEST



1. The physical brand itself:

- A.** We propose that a well-designed, consumer focused, brand, executed with key partners, will drive more sales of local food in each venue.
- B.** We propose that restaurants, distributors, retailers, institutions, and producers will be positive about using the brand front and center in their businesses.
- C.** We propose that a tiered approach to brand participation will provide a clear message to the consumer regarding its meaning, and provide users (partners) with an incentive to move up to through the tiers.
- D.** We propose that the brand will have both qualitative and geographic qualities recognized by consumers, (including restaurants, retailers, producers, etc.)



WHAT WE'LL TEST

2. Partner Brands

We propose that in order to be effective the brand will need to be used similarly, but with independent emphasis, by each key partner.

- A.** Restaurants (Windows, advertising, menus, etc.) Tiered
- B.** Retailers (Windows, advertising, shelf-space, etc.) Tiered
- C.** Wholesalers (Provide groups of products to market) Flat
- D.** Institutions (Schools & Businesses) (Point of sale, etc.) Tiered
- E.** Producers (Quality assurance & location information.) Flat



WHAT WE'LL TEST

3. The Question of Quality

We propose that a “zip code” brand alone cannot work without some assurance of quality to the consumer.

- A.** In 2013 we are asking farmers to agree to supporting a TLD Pledge that outlines some basic quality assumptions for products represented with the TLD brand.
- B.** This will allow us to differentiate the value of local products on store shelves, helping to answer the question, “Why should I buy this local product instead of this name brand version?”



WHAT WE'LL TEST

4. The Question of Local

We propose that determining a definition for “local” should not be a concern of this experiment. Our role will be to provide the consumer with critical information to assist them in making that decision for themselves.

- A.** Using a map icon to simply indicate how far away from the retail establishment the product was grown or made.
- B.** Further obtaining and providing information from value-added processors as to how much of the package content comes from local sources, and how they define “local” content.

THE SHELF TALKER DISTANCE LOGO



- We will generate a branded logo that strongly emphasizes the distance between the farm and where the consumer is standing at the point of purchase.
- The **green** leaf icon indicates the product is GROWN here.
- The **orange/brown** hand icon indicates the product was “made” here.
- These icons will be used as part of a shelf-talker.
- The distance will be applied with a sticker by a TLD staffer, volunteer, store employee, or distributor.
- Further information about the producer can be accessed by calling a TLD representative, going to the online database, on our iPhone app, or by scanning the QR code.

THE SHELF TALKER DISTANCE LOGO IN CONTEXT



- Marketing materials will be designed with consumer buying decisions in mind.
- Marketing materials will be designed to match existing retail store conventions.
- They will stand out on the shelf while fitting a level of quality that other retail branding elements represent. (They won't look like they were printed on your home ink-jet machine.)

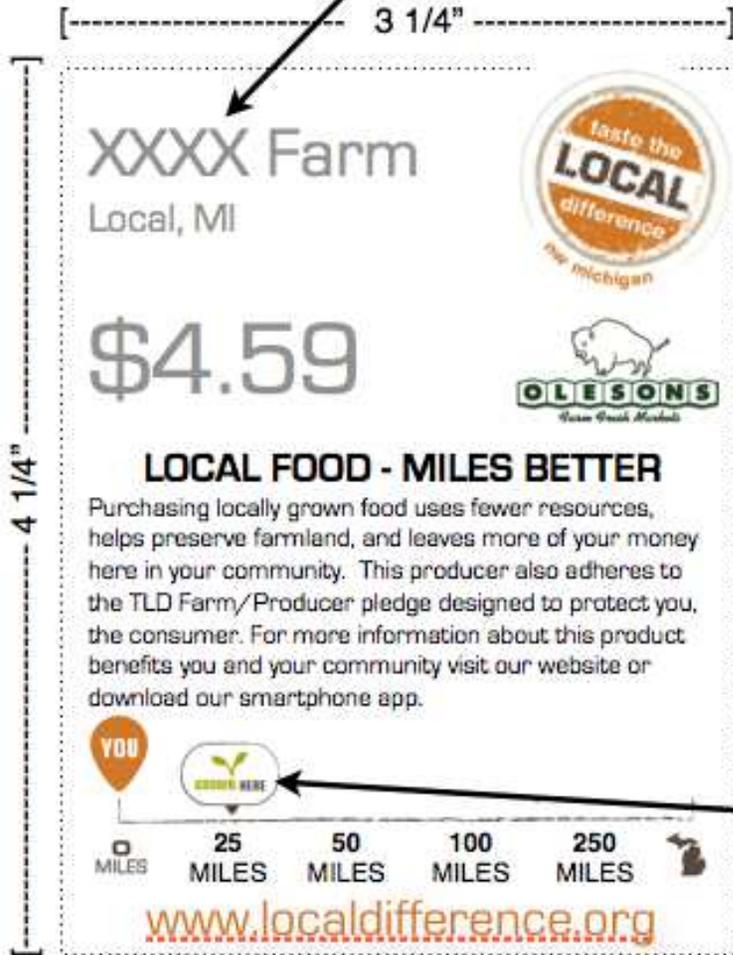
DEMO TLD END CAP



PROPOSED SHELF TALKER

Grey text Printed at store on laser printer

2013/2014 Test



Apply this branded shelf-talker to market-basket selection of 50 northwest Michigan products. This will encompass a broad collection of products grown, made, and grown & made here.

Pre-printed onto perforated card stock

Sticker attached to sign at store.





WHAT WE'LL TEST

5. A TLD Guide in another form.

We propose that the data (and relationships), represented in the past by the singular print version of the TLD Food Guide, can be made more effective by creating multiple, sub-regional, publications focusing on specific consumer needs.

- A. Regional maps and brochures will be developed focusing on consumer sectors such as: farm markets, U-pick operations, retailers, and restaurants.
- B. These TLD Guides will focus on smaller geographic areas such as: Emmet and Charlevoix counties, Grand Traverse and Leelanau counties, Benzie and Manistee counties, etc.
- C. Reinvigorating the Farmer Baseball Cards.
- D. All of these strategies are aimed at getting more engagement from local businesses and support entities like chambers of commerce and CVBs.
- E. The addition of the Taste the Local Difference iPhone/Android app.
- F. A new philosophy on TLD events, where TLD positions itself as a marketing partner to other event promoters.



LOCAL FOOD & FARM SEARCH

WHAT'S IN SEASON

FARM TO SCHOOL

FARMS

RETAIL

RESTAURANTS

WINERIES

BREWERIES, ETC.

FARMERS MARKETS

493 MATCHES

FILTER RESULTS ↓

LIST VIEW

MAP VIEW



BROCHURES & REGIONAL MAPS



FARM	FARMERS MARKET	BREWERY, CIDER, MEAD, LIQUOR	RESTAURANT
FARM STAND	U-PICK	WINERY	RETAIL
COMMUNITY SUPPORTED AGRICULTURE			



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the Northwest Michigan Local Food Companion

from Taste the Local Difference

[ABOUT TLD](#)

[TLD SPONSORS](#)

NEW TLD LOCAL FOOD COMPANION COUPONS

October 25, 2013 · by localdifference · in Benefit, Coupon, MLUI, Retail · Edit

This newsletter is designed to bring you news about local food across the region and, perhaps just as importantly, discounts and deals on the local food you love to enjoy. This week it's 10% off any online purchase at [Traverse Gourmet](#). Just use the coupon code in the box on the bottom of the page to order before November 15th.

And this organization also gives back! 1% of profits from Traverse Gourmet in 2013 will be donated to the Michigan Land Use Institute (MLUI).

Help support MLUI, give the perfect gift and save money! Order before November 15 and receive 10% off your entire order.

Use coupon code 'MLUI10' at checkout.



Traverse Gourmet donates 1% of our sales to MLUI.



Many of the local food entrepreneurs in this region are simply too small in scale to fit into the megalithic coupon mechanism that you're used to seeing in retail stores. So we're trying to bridge

Search this site...

TLD PROGRAM HOSTS



TLD is a collaborative program of the Michigan Land Use Institute, the Northwest Michigan Food & Farming Network and other food system partners.

FIND NW MICHIGAN FOOD HERE



NEW EVENT PHILOSOPHY

TLD will begin to de-emphasize building our own large-scale events in the region.

We will instead seek to support, collaborate, and help to market local food with existing large events, such as the National Cherry Festival, the TC Film Festival, Wine and Arts Festival, etc.

TLD iPhone / Android App



Opening Page on any new App start.

Replace this with your company Logo

TLD iPhone / Android App

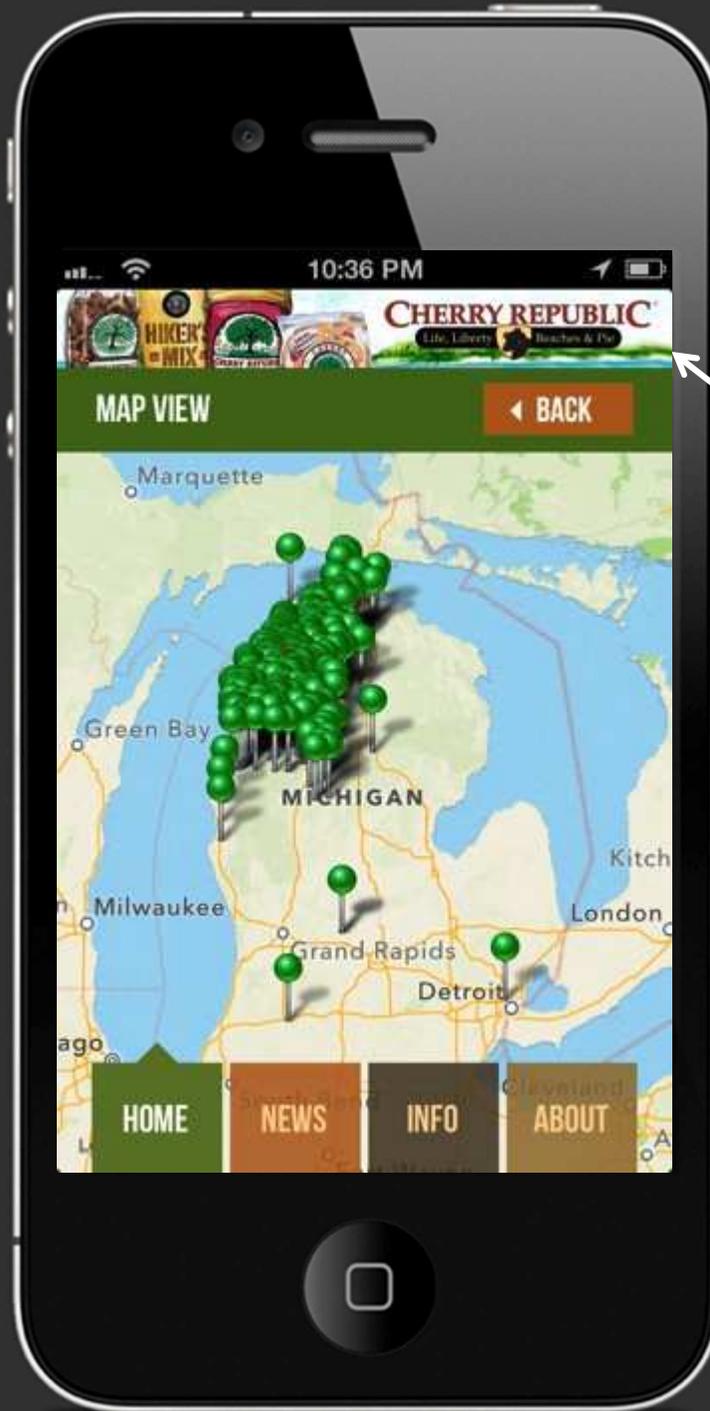


Main Navigation
Page "HOME"

Rotating Banner

Search by Farm,
By Product, or using
the Map

TLD iPhone / Android App



When selecting search style "by product", this is first query page.

Rotating Banner can include several custom messages.

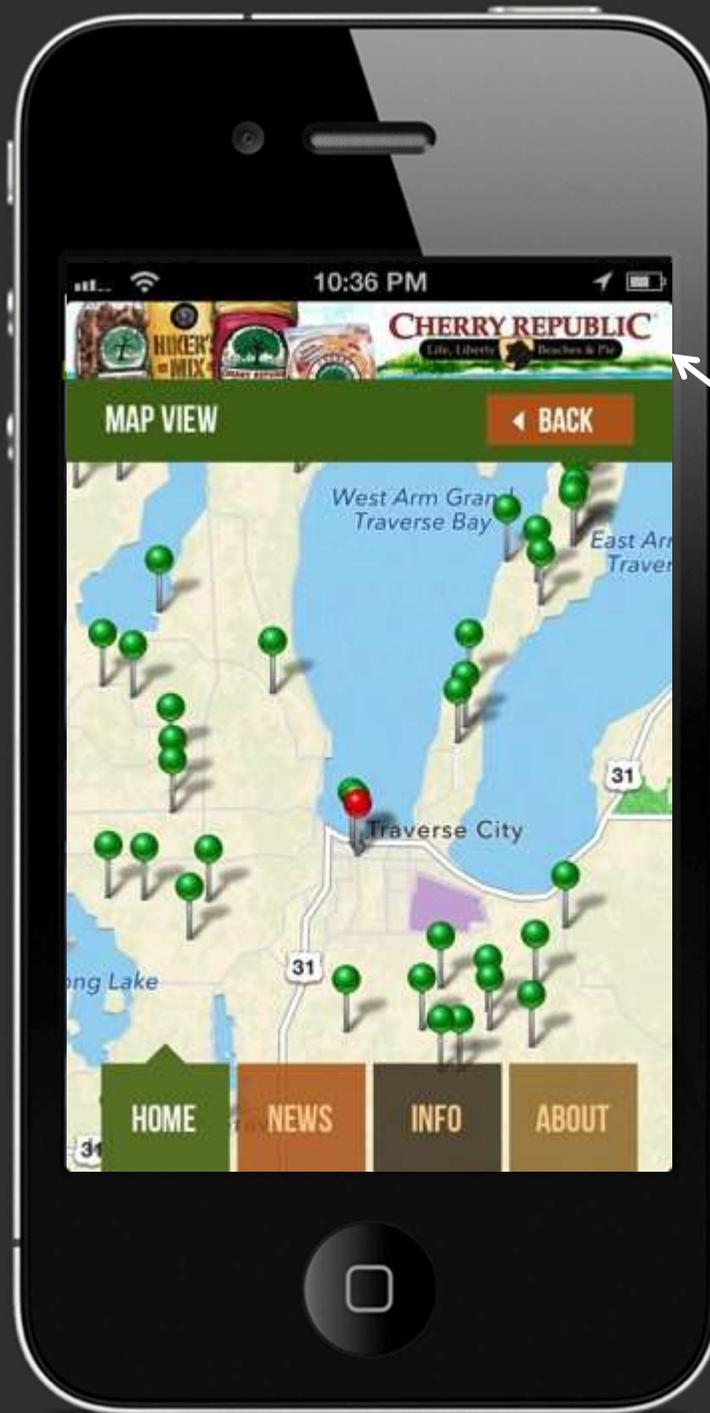
TLD iPhone / Android App



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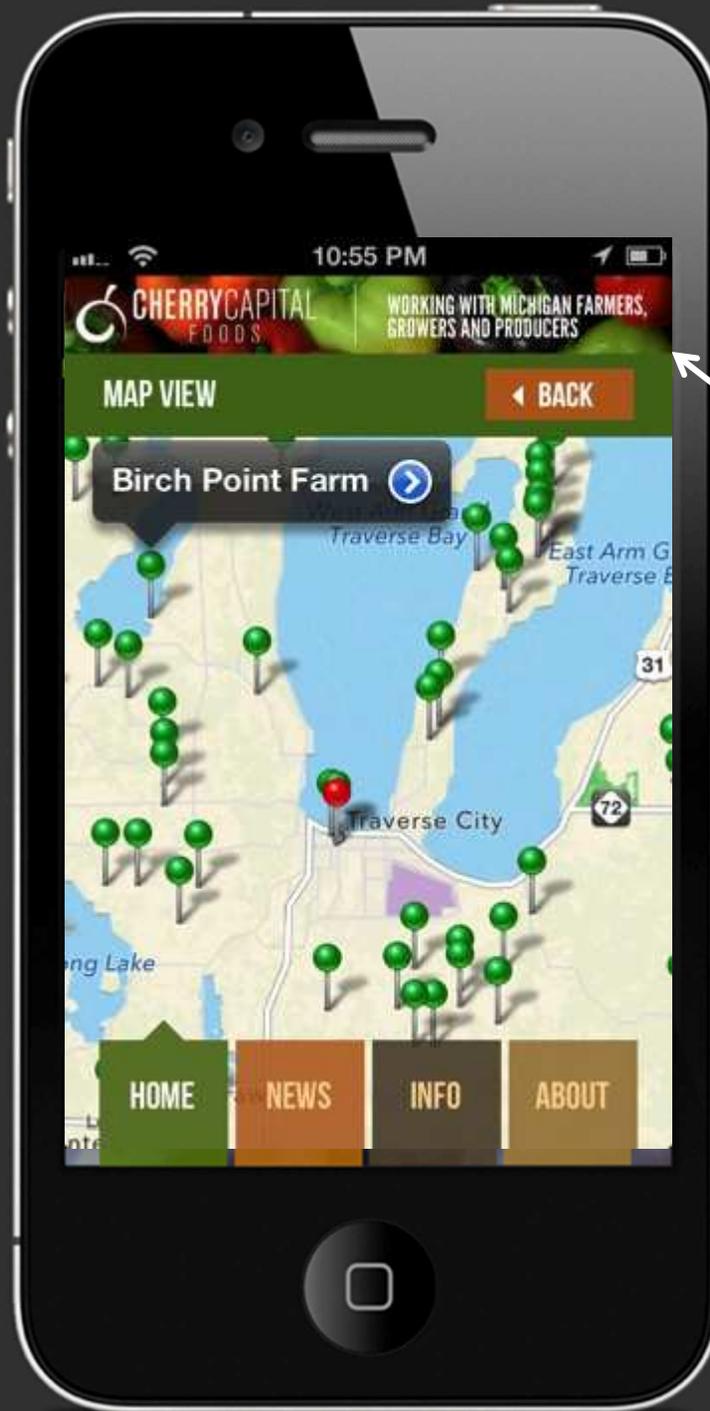
TLD iPhone / Android App



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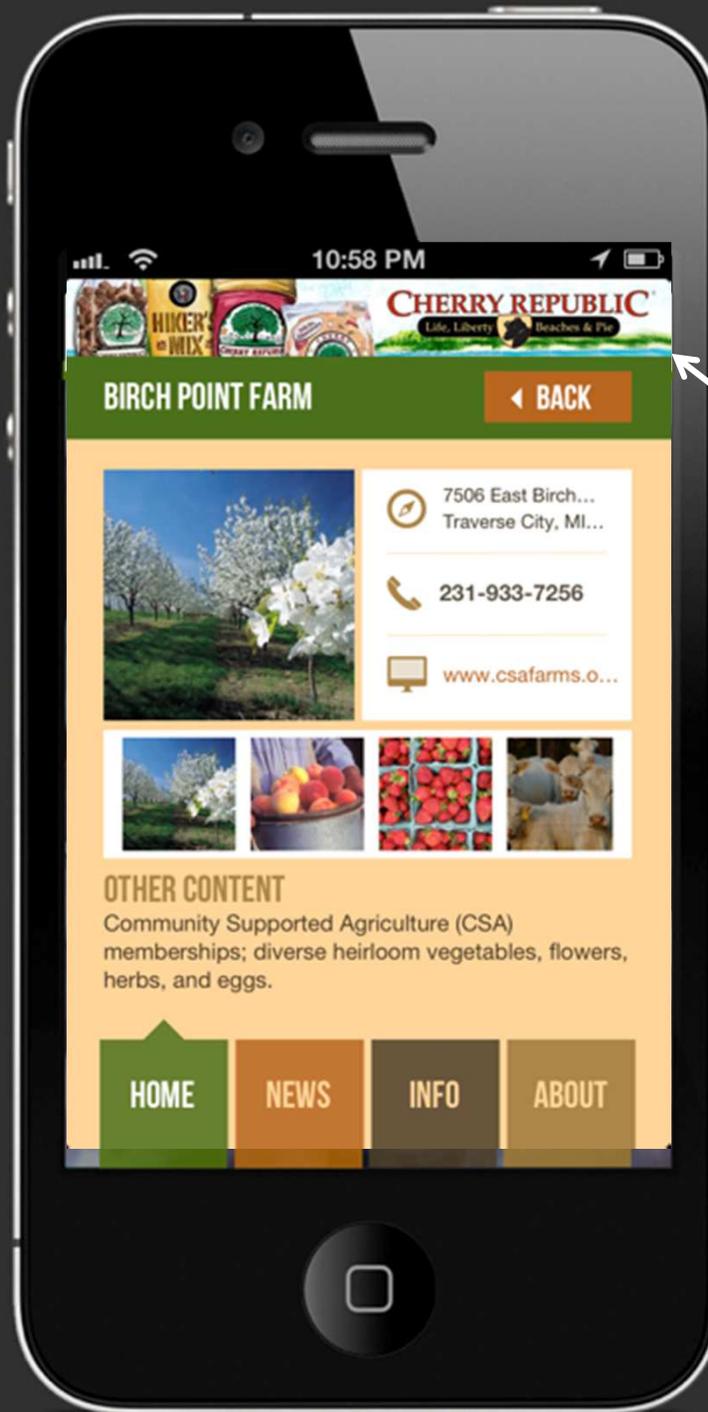
TLD iPhone / Android App



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Rotating Banner can include several custom messages.

TLD iPhone / Android App



When selecting search style “by product”, this is first query page.

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This is only A TEST

Our primary goal in its simplest form is to sell more locally grown food products within our region.

Remember, 20% local foods by 2020.

All the elements of this project will need to answer both of the following questions in the affirmative:

- 1. “Will this directly help us to sell more local food here?”**
- 2. “Can the impact of this be measured?”**

TASTE THE LOCAL DIFFERENCE

NW Michigan

Good Food Miles Better

Questions?



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