



Buy Fresh Buy Local Cape Cod

Cape Cod Cooperative Extension
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www.buyfreshbuylocalcapecod.org

Dear Neighbor,

Welcome to the 2019 season of Buy Fresh Buy Local Cape Cod. This will be our eleventh year as an independent chapter. This letter provides information about how to get the most out of your membership. Please take a few minutes to look through the information below and don't hesitate to let me know if you have any questions, comments or ideas. Remember that we are here for YOU!

What should I expect to get from my membership?

- Membership materials that identify you as an official 2019 Buy Fresh Buy Local Cape Cod member: member sign, window decal, bumper stickers, magnets, and posters. We hope that you will use these materials to let folks know that you are a proud member of the BFBL Cape Cod team. [Please call me at 508-375-6882 and I will send you what you need.](#)
- Use of our logo on your website, in printed materials, etc. This is another great way to let people know that you are part of the growing community of Cape Cod farmers, harvesters, businesses and supporters who believe in buying local and keeping dollars on the Cape. [I have jpg files, Photoshop files, pdfs, you name it.](#) I am happy to email any format that you need.
- Prominent listing on www.buyfreshbuylocalcapecod.org, including information about your business as well as a link back to your web site. Not only will this give you great exposure and generate traffic to your web site, sites that are linked with other sites will show up higher on search engine lists getting you more traffic outside of the BFBL web site as well.
- Listing in printed BFBL Cape Cod Guide. 15,000 guides were distributed to residents and visitors last year. [Membership information must be received by Friday January 26th.](#)
- Promotional opportunities in the monthly newsletter and on Facebook. Both of these avenues present you with a great opportunity to engage with folks who are actively looking to buy local. Subscribers have signed up specifically to be connected to local food and are looking for you. [Please feel free to post updates and photos on the BFBL CC Facebook page at any time.](#) That's what it's there for.



LISTING IN THE ONLINE FARM GUIDE

The Online Farm Guide, www.farmfresh.org, is a powerful online database of farms and associated businesses in southern New England that the public uses to find local products. It's owned and administered by Farm Fresh RI, and they generously extend coverage and use to areas covered by other buy local groups in the region. We provide a prominent link to the guide on our web site, and many Cape Cod residents and visitors use the tool. *BFBL Cape Cod does not control or update information in the Online Farm Guide; it is up to individual growers and businesses to freshen their profiles.* You can create an account to either 1) link to an already-existing listing or 2) create a new one. Here's how:

1. Go to the Online Farm Guide (the link is on our page under the "Find Local Food" tab).
2. Search for your farm/business to see if there's already a page for you – there may be one.
3. Whether you already have a page or not, scroll to the bottom of the page and click on "Add/Edit Your Listing."
4. If you have an account already (you know who you are), log in and update your page with any new crops, products, hours, contact information, etc.
5. If you don't already have an account, create one, AND
 - a. if there is already a page for your farm/business, choose to link to an existing page
 - b. if there is NOT already a page for your farm/business, create a new one
6. You can update this page whenever you need to, add photos, etc.

Stay in touch! Email is the main mode of communication for BFBL so make sure you keep us up to date. **Be sure to let us know any and all interesting news, facts, events or changes going on with your business. If we don't know what you have going on we won't be able to share it!**

Please remember that we're here for you. If you have comments, questions, concerns or ideas don't hesitate to let us know. Thank you again for your support. Here's to a great season!

Best regards,

Rebecca Yavner-Westgate
Buy Fresh Buy Local Cape Cod
Cape Cod Cooperative Extension
508-375-6882
ryavner@barnstablecounty.org

First Name:

Last Name:

Company Name:

Work Phone:

Email Address:

Mailing Address:

City:

State/Province:

Postal Code:

Your web site (if applicable):

What do you grow/harvest? (click all that apply)

vegetables

fruit

herbs

fish/shellfish

eggs

meat

Other (please specify)

Please indicate where and when people can find your products (i.e. MWF, 8-2, Farm Stand, 5555

Main Street, Barnstable; Saturdays, 9-12, XYZ Farmers' Market)

Please include a short description of your business to be used on buyfreshbuylocalcapecod.org and in the printed guide.

BFBLCC would like to include those restaurants, B&Bs, caterers, retail markets etc. who are truly buying local as members. This will happen by invitation only, on the recommendation of growers. Please let us know the names and, if possible, the contact info for anyone who is regularly buying your product.

Will you be accepting SNAP/HIP at your farm stand and/or at a farmers' market?



**2019
Grower Survey**