

Harvesting Support for Locally Grown Food: Lessons Learned from the "Be a Local Hero, Buy Locally Grown" Campaign

FoodRoutes Network and Community Involved in Sustaining Agriculture (CISA) have produced a toolkit designed for individuals and organizations who are interested in learning about the approach CISA uses to promote locally grown food through a multi-media marketing campaign.

The toolkit shares wide-ranging lessons from CISA's successful Buy Local campaign in western Massachusetts, as well as market research, marketing materials, evaluation tools, and other resources. It is filled with creative ideas and tips to get you organized and on your way.

To order *Harvesting Support for Locally Grown Food: Lessons Learned from the "Be a Local Hero, Buy Locally Grown" Campaign*, please print and fill out the order information below and send this form and a check for \$50 made payable to FoodRoutes Network to:

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