

Where Does Your Food Come From? Recipes for Communicating Effectively About American Agriculture

We all know that this is an important time to teach Americans about where their food comes from, and why change is needed in our food system.

FoodRoutes Network has produced a communications toolkit, *Where Does Your Food Come From? Recipes for Communicating Effectively About American Agriculture*, to help you and your organization effectively reach your audience.

The toolkit includes:

- Focus group research from farmers.
- A step-by-step guide to create a strategic communications plan for your initiatives.
- How-to tips from communications experts on working with the media, creating a website, and other activities.

To order *Where Does Your Food Come From?*, please print and fill out the order information below and send this form and a check for the total made payable to FoodRoutes Network to:

FoodRoutes Network Toolkit Orders
P.O. Box 443
Millheim, PA 16854

Where Does Your Food Come From? Order Form

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*\$3.00 S&H fees included. For orders over \$50, reduced shipping prices may apply. Please order online at www.foodroutes.org/commkit.jsp for reduced prices.