

Food Map Branding, Logo and Events

Think Local, Eat Local with the Campbell River Food Map at <http://foodmap.campbellriver.ca>

What is Think Local, Eat Local?

The **Think Local, Eat Local** identity and brand was created by the City of Campbell River, in partnership with the Chamber of Commerce, to promote local food purchasing options and identify the local businesses and farms that supply local food to the city and region.

How is the Chamber of Commerce involved?

The Campbell River Chamber of Commerce launched their **Think Local** campaign in July 2013 to strengthen the local economy by fostering and supporting a positive business climate. The campaign promotes the economic, social and cultural benefits of supporting local businesses, while showcasing business leaders in Campbell River.

Why focus on agriculture?

The Chamber of Commerce has identified the local agriculture sector as a potential key economic driver in the city and region, and local food production is considered essential to both a healthy community and resilient local economy. The City of Campbell River's Agriculture Plan identified the creation of a *Made in Campbell River* identity and brand as a key action for promoting food and agricultural products, attractions (such as farm tours, unique operations, and farmers markets), and local farmers.

Who can use the Think Local, Eat Local brand?

Businesses and farms that sell or produce qualifying agricultural products and have listed them on the *Food Map*, may use the **Think Local, Eat Local** brand and logo to promote themselves and identify the local products they produce and carry.



What kind of products qualify as local?

Local products must be available for purchase in Campbell River and be produced in Campbell River, the Strathcona Region, Vancouver Island, or the Gulf & Discovery Islands.

- Products are considered locally grown when they are made with 100% local ingredients.
- In comparison, products are considered locally produced when they are made with some, or no local ingredients, but all value-added processing is done locally. For example, a locally produced wine could be made by importing Okanagan grapes and using local facilities to turn them into wine, or by blending a locally grown wine with an imported wine to create a new product.



More questions?

Email: sustainability@campbellriver.ca

301 St. Ann's Road
Campbell River BC. V9W 4C7
Tel. 250-286-5700
www.campbellriver.ca

Food Map Branding, Logo and Events

Watch and share the *Harvest Campbell River* video on www.youtube.com/user/CityofCampbellRiver

Are promotional materials available?

A high resolution version of the *Think Local, Eat Local* logo as well as a business card template is accessible at www.campbellriver.ca on the Food & Agriculture section under Green City. Business owners can use these files to create promotional materials such as labels, decals, stickers, cards, magnets, and buttons.

Potential applications for *Think Local, Eat Local*

- To indicate participation in the initiative on roadside farm signs and farm stands
- To indicate locally grown or produced products on packaging
- To indicate local attractions like farmers markets and farm tours
- To indicate participation in the initiative on business cards, vehicles, and websites
- To indicate dishes made with local ingredients on restaurant menus
- To indicate local products in promotional flyers and coupons
- To indicate participation in the initiative in storefront windows or local food aisles
- To promote local food events and competitions
- To identify local products and participating businesses on facebook, youtube, twitter and other social media with the hashtag #ThinkLocalEatLocal



Will there be annual promotions/events?

The Agriculture Plan identified the potential creation of an *Eat Local* month, coordinating with regional events, making community spaces available, and sharing information about special events as potential actions to be completed in the future.

In the interim, there are many potential actions businesses, residents and farmers could consider. Here are some examples:

- Participating retailers can coordinate local campaigns like a *Cook Local* challenge, to encourage residents to buy and cook with local food and compete by submitting their recipes and pictures for a prize.
- Participating farms can coordinate farm tours in the city and region.
- Individual farmers can hold competitions and offer an incentive for the best recipe that uses their local produce.
- Community members can organize local food block parties and potlucks to celebrate in-season produce.
- Individuals and groups can post their events, ideas, and network on the *Sustainable Campbell River Facebook* page.
- Local producers and farmers can consider being sponsors or vendors at the local farmers market.



More questions?

Email: sustainability@campbellriver.ca

301 St. Ann's Road
Campbell River BC. V9W 4C7
Tel. 250-286-5700
www.campbellriver.ca