

Greater Des Moines BFBL Campaign 2010

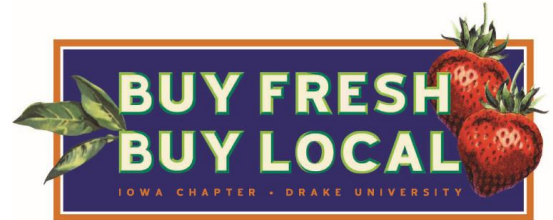
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Buy Fresh, Buy Local is connecting consumers in communities throughout the country to the freshest, most delicious, locally grown and produced foods available. The campaigns or chapters are coordinated nationally by FoodRoutes Network (www.foodroutes.org), a nonprofit organization based in Central Pennsylvania. Iowans have developed ten local campaigns serving nearly two thirds of the state's population. Iowa communities continue to expand BFBL with a goal of providing coverage to the entire state. In 2010, Greater Des Moines BFBL became a project of not only the Drake University Agricultural Law Center (www.law.drake.edu/aglaw) but also of Iowa Heartland Resource Conservation and Development (www.iowaheartlandrcd.org). Additional funds for this project were provided through the Specialty Crop Block Grant Program from the Iowa Department of Agriculture and Land Stewardship.

Together the Drake Agricultural Law Center and Iowa Heartland RC&D provided the major sponsorship through staffing the coordination, marketing, production, and publicity of the Greater Des Moines Buy Fresh Buy Local campaign. Additionally, five groups supported the campaign at the sponsorship level: Kitchen Collage (www.mykitchencollage.com), the Des Moines Downtown Farmers Market (www.desmoinesfarmersmarket.com), Campbell's Nutrition (www.campbellsnutrition.com) the Iowa Food Cooperative (www.iowafood.org), and Environmental Nutrition Solutions (www.environmentalnutritionsolutions.com).

In Central Iowa, our outreach was two fold: 1) to members who provide local foods—farms; farmers markets; institutions, restaurants, and retail stores; and food processors and 2) to consumers. Our goal for 2010 was to deepen the commitment to the campaign among participants and expand the number of participants.

Our outreach included:

- Consumers
 - 2104 consumers pledged to “Buy Fresh Buy Local.”
 - Distributed over 40,000 directories
 - As thank you gifts for contributions from supporters we gave away 17 hats, 122 t-shirts, 67 magnets, 30 bumper stickers, 49 posters, 70 canvas bags, and 8 aprons.
 - Produced 24 electronic newsletters sent to 1953 BFBL participants
<http://www.drake.edu/news/dbletter/buyfreshbuylocal/>
 - We expect a high response rate to our BFBL online [survey](#) in November and December
 - One fundraising event was attended by 164 people. The BFBL Harvest Party was a success with 31 members donating goods and services.

- Attended 4 community events to promote BFBL
- Farmers Markets
 - Included a schedule of 27 farmers markets in the directory
 - Attended 11 Downtown Farmers Markets
- Farms
 - 85 farms and micro food processors joined BFBL
 - Featured farms in the online newsletter
 - Provided space in newsletter to promote local food events at their farms
 - Did a year end survey of farms
- Institutions, Restaurants, Retail Stores and Food Processors
 - 26 businesses pledged to support BFBL by purchasing from local farms and communicating this to their customers
 - Featured businesses in the online newsletter
 - Provided space in newsletter to promote local food events at these businesses
 - Did a year end survey of businesses

Farms and business members received

- Listing in the directory
- Access to the BFBL logo via digital files burned on a CD
- 2010 BFBL magnetic window sign identifying them as a member
- 2010 BFBL member flag identifying them as a member
- Additional support from the Marketing Director and the Fruit, Vegetable and Specialty Crop Business Facilitator

We used the resources of Drake's Marketing and Communication department to earn print, radio, and TV coverage throughout the summer market season.

The Drake Ag Law Center provided the position of coordinator for the campaign. Drake University provided marketing and graphics support. Other expenses were paid for by grants written by the Iowa Heartland RC&D, sponsorships, memberships, and merchandise sales.

In addition to the BFBL coordinator, staff for this year's campaign included two paid staff contracted through Iowa Heartland RC&D, the RC&D coordinator, one paid undergraduate intern, and one paid Law School intern.

