



**The goals of the *Buy Fresh Buy Local*® Campaign are to expand local markets for local growers, increase the consumption of local, healthful food, diversify the economic base, and protect the ecological and scenic resources of the St. Croix River Valley**

***Buy Fresh Buy Local*® (BFBL) St. Croix River Valley is**

- **A BRAND** that identifies the St. Croix River Valley region and its abundant supply of local, sustainable, healthy foods.
- **A CHAPTER** with partners engaged in the production, distribution and retail sales of local food products and partner organizations, agencies and individuals that support the development of a community-based food system.
- **A CAMPAIGN** to promote local markets for local growers, help consumers find local products and educate the community about the economic and environmental benefits of local food.

**A Local Partner** of the St. Croix River Valley *Buy Fresh Buy Local* chapter is a farm, a small scale processor utilizing local farm products, a farm stand, farmers' market, or a retail food business, such as a restaurant, food cooperative, or locally owned retail grocery store selling local products. Partners can also be organizations, government agencies, chambers of commerce, tourism bureaus and individuals who endorse the chapter goals and participate in chapter activities. Each local partner must sign A participation agreement and pay a \$25 or \$50 fee. For more information, contact Dana Jackson at 651-653-0618 or [danaj@landstewardshipproject.org](mailto:danaj@landstewardshipproject.org).

