



# ALBERTA FLAVOUR BLOG - SUBMISSION GUIDELINES

## ABOUT ALBERTA FLAVOUR

Alberta Flavour is a place for community and advocacy, where local food supporters come together to share exciting news and innovations in local food production and culture in Alberta.

Our network is comprised of farmers, processors, distributors, large institutional organizations and companies, food writers, restaurant owners and chefs, government and grassroots agencies, and other local food stakeholders.

The Alberta Flavour online community is meant to be accessible, promote community, build connections, and raise awareness of the benefits local food.

## TOPICS

While Alberta Flavour welcomes a wide variety of content related to or supporting local food advocacy and culture in Alberta, we are actively seeking submissions on the following topics:

- Showcases of new and innovative local food products and initiatives
- Profiles of local food producers or distributors
- Reviews of restaurants, cafes, stores, and other venues that serve and distribute local food
- Profiles of upcoming events
- Articles about the benefits of local food
- News about legislation and policies related to local food production and distribution in Alberta, as well as nationally

If you have a post that does fit these topics, that you feel will contribute to Alberta Flavour's online community, feel free to submit it, or send us a pitch using the submission instructions below!

## WHAT MAKES A STRONG BLOG POST?

- Using short paragraphs, subheadings, and bulleted lists to help break up the text and make your article more digestible for our readers
- Sharing personal stories and examples of real life initiatives, places, and people
- Including quotes and interviews with local experts and stakeholders
- Ending with a strong call to action or statement of next steps





## PHOTOGRAPHS AND IMAGES

Where possible, please include photos with your submission. Recommended size: 640 by 360 pixels, 72 dpi. If you send an original photo of a person that is not you, we may request proof of model permission.

If a photo is not included with a submission, Alberta Flavour may add stock photography to the post.

## OTHER FORMAT CONSIDERATIONS

Recommended post length is 750-1,000 words. Please include a post title as well as author/authors full names. HTML formatting not required.

## PROMOTIONAL CONTENT

Alberta Flavour is committed to helping our local food community reach a greater audience and build meaningful connections within our network. Posters are encouraged to link to their own or their organization's website or social media accounts. If you are showcasing an event, producer, distributor, product, venue or initiative, please link to a website or webpage with more information (if available). That said, we discourage pure advertisements on our blog - please include interviews, stories, background information, and interesting facts to help entertain and educate our audience while they learn more about your event, producer, distributor, product, venue, or initiative.

## ORIGINALITY

While we prefer original content, we do accept blog articles that have been previously published in whole or in part. If you are submitting a post published elsewhere, please include the name of the publication, a link to an online copy (if applicable), and proof of permission from original publisher. If you wish to re-publish a blog article you have submitted to Alberta Flavour, please send us an email to let us know.





## HOW TO SUBMIT

- Send your post OR a 1-2 paragraph article pitch in plain text (not HTML), in Microsoft Word to Jessie Radies at [info@northlands.ca](mailto:info@northlands.ca), with the title in the subject line. Please only send one submission or pitch per email.
- Include your full name and organization (if applicable).
- Include a photo or other image if available, recommended size: 640 by 360 pixels, 72 dpi.

If your post is a good fit for the Alberta Flavour blog at this time, you will receive a response within two weeks. You may be asked to revise your post, and your proposed title may be changed before going live. Your post may be edited for clarity, grammar, and overall style. If there are any major changes, you will be asked to review and approve it first. Submitted posts will be credited to the author.

**THANK YOU FOR YOUR INTEREST IN SUPPORTING THE LOCAL  
FOOD MOVEMENT IN ALBERTA!**

WHY LOCAL?