



YOUR GUIDE TO

# Fresh. Local. Fair.

The Greenbelt Farmers' Market Network  
Campaign Toolkit

April 2019



This guide will provide you with information and tips on how to use the  
“**Fresh. Local. Fair.**” campaign toolkit and will help support a successful  
campaign journey for the Greenbelt Farmers’ Market Network.

## 2019 CAMPAIGN THEME



# Fresh. Local. Fair.

We conducted a survey to learn more about the thoughts and behaviours of Ontarian consumers and to see how our farmers' markets stacked up against our competitors.

What did we learn? Here are the highlights:

**78%**

of consumers agreed that food from the farmers' market tastes better than supermarket food.

**64%**

of consumers agreed that food from the farmers' market is more nutritious.

**68%**

of consumers believe that food from the farmers' market is better quality.

**30%**

of grocery shoppers visited the farmers' market last year.

**We also learned we have a unique and enduring appeal among the public because consumers find farmers' markets as a positive alternative to the common supermarket experience. Farmers' markets:**

- are more likely than supermarkets to sell organic food.
- put money directly in the hands of local farmers, which benefits the local economy.
- are better for the environment.

**Plus, we learned we have more consumer participation and greater public visibility than ever before.**

**What a great situation to be in, and there are so many opportunities to continue our growth.**

This is where the '**Fresh. Local. Fair.**' campaign can take us to even greater heights. These three words frame what the Greenbelt Farmers' Market Network stands for in consumers' minds and will help us generate more awareness of what we know is most important to shoppers.

# Fresh.

Freshness trumps all. For shoppers, it equals taste, safety and overall food integrity. Our markets have a reputation for delivering it.

**75%**

of consumers want their food to be as fresh as possible.

**75%**

consumers believe that food at farmers' market is fresher than supermarkets.

**59%**

of consumers believe that if the food looks good, it must also be nutritious.





# Local.

Local produce is in high demand. We play an essential role in educating consumers about where their food comes from and the importance of supporting local farmers.

**79%**

of consumers say they often try to buy locally grown produce when it's available.

**81%**

of consumers say they wished supermarkets had more locally grown and produced food.



# Fair.

Fairness can mean different things to different people. When it comes to farmers' markets, it describes what markets are at their very core. Markets are fair for producers, fair for consumers, they offer goods at a fair cost and represent fair trade.

**84%**

of consumers want  
value for money –  
a fair price.

**NOW**

let's work together and  
help people understand  
the myriad of benefits  
farmers' markets offer!

[CLICK HERE FOR MORE SURVEY DATA](#)

# Fresh. Local. Fair.

We ask you as members of the Greenbelt Farmers' Market Network to join us as we launch the 'Fresh. Local. Fair.' campaign and help create greater opportunity for us all by raising the visibility of markets locally.

## TO DO THAT, OUR PLANNING STARTS NOW

**April 25, 2019**  
Market Managers' Conference  
(Learn how to use the toolkit!)

This toolkit was designed to provide you with a variety of useful resources and materials. Since every market has their own business goals and demographics, we encourage you to tailor these materials to meet your local needs.

## CAMPAIGN OBJECTIVES:

- **To raise local awareness** that leads to greater business. How? By communicating the core values and benefits of local farmers' markets and better positioning the Greenbelt farmers' markets as a community and regional agri-food hub.
- **To elevate the brand equity** of individual markets.
- **To grow market share** by appealing to new and diverse customer segments. To maintain the loyalty of our current consumers and patrons, and increase positive word-of-mouth referrals and participation.
- **To educate consumers** and increase transparency on products by providing them with resources and information they need to know about where they are shopping.

Be an active part of the 'Fresh. Local. Fair.' campaign and maximize your results.  
Our campaign toolkit includes everything you need to get started –  
all easy to download and easy to use.

Visit [GreenBeltMarkets.ca/login/](https://GreenBeltMarkets.ca/login/) or [GreenBeltMarkets.ca/toolkit](https://GreenBeltMarkets.ca/toolkit)  
to view and download resources.

## ONLINE CAMPAIGNING



Using your social channels is important as it's incredibly valuable for your market to support and take a lead in this campaign. Social media will allow you to inform, engage and inspire your current customers while attracting new patrons at little to no cost. We've provided some excellent and easy-to-use content to help enhance your online presence.

The campaign will be using the hashtag, **#FreshLocalFair** which will be linked to feature stories and visuals. Be sure to use this hashtag in your content posts to help build campaign momentum.

We have provided sample posts for Twitter, Instagram and Facebook that you can use each week throughout the campaign.



### Looking to share a good story?

We have created some great articles you can post on your blog and share with your social network. We'll be adding new stories throughout the campaign, so keep checking back.

## ENCOURAGE PEOPLE TO LEARN MORE



Consumers can find more information, tips and stories by visiting our educational campaign website at **FreshLocalFair.ca**



Here is a sample of what your home page copy or post could read like:

**The Fresh. Local. Fair. campaign has just launched and [insert name of your market] is so excited to be a part of it! Visit [freshlocalfair.ca](http://freshlocalfair.ca) to learn about the many benefits of farmers' markets. Keep it local by connecting with us on social media for insights, tips and events. See you soon at the market!**

Add a banner to your home page or post:



### DON'T FORGET TO:

- **Connect your followers:**  
Link your posts to the campaign website.
- **Enhance your website:**  
Promote the campaign on your website homepage or news and events section.

### MORE ONLINE TIPS:

- Display the markets' days and hours of operation as well as whether an ATM is available on your homepage.
- Add a banner to your market email signatures

## EXPAND YOUR REACH



### On Digital:

Our digital ad toolkit provides you with a wide variety of ad messages in standard sizes for online paid advertising. Use the ads for:

- Social advertising on Facebook and Instagram
- Google Display Network ads



### Remember to:

- **Link** to the campaign website or to your web post or homepage so consumers can learn more.
- **Take advantage** of Facebook and Instagram carousel ads available for customization, adding your logo and hours.
- **Track** your success with Google Analytics.

### In Print:

Our print ad toolkit provides you with colour ads in standard sizes – perfect for your community newspaper or newsletter. We have reserved the base bar for you to include your hours, address and logo.



\* Remember to customize with your own hours, address and logo.

### Infographic Poster and Handbill:

There are so many reasons to engage with the Greenbelt Farmers' Markets, and we've brought it all together with an infographic poster and handbill. This is a shareable piece you can post on Facebook, Instagram, Twitter or on your website, or print it off and post it at community venues. It delivers facts, insights and interesting information in a colourful and shareable snapshot for the consumer.



\* Remember to customize with your own hours, address and logo.

## YOU ARE WHAT YOU WEAR



Wear the 'Local. Fresh. Fair.' campaign on your sleeve... literally! Encourage vendors to participate in building momentum by sporting a branded button, apron or t-shirt.

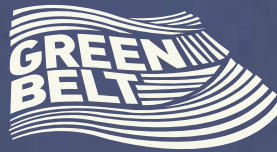
**Need recommendations on promotional printing? Let us help:**

Daniel Taylor, Co-director, The Greenbelt Farmers' Market Network  
(416) 219-1453 • [daniel@greenbeltmarkets.ca](mailto:daniel@greenbeltmarkets.ca)



# Thank you

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**Data Source:** *Food Shopping in the Golden Horseshoe, 2018 • H       St. Jacques*