

Great Ideas and Successful Strategies for Engaging Your Customers in Buying More Local Sustainable Foods

1. Identify and promote your menu items that contain at least 1 local food ingredient.
Print out marketing tools including:
 - i. Point of sale signs
 - ii. Table tents
 - iii. Patient tray bookmarks
 - iv. Buttons or nametags saying “Ask Me About the Buy Local Challenge”
 - v. Posters
2. Ask your farmers or distributors for a picture and story about the farmer, the farm, their farming practices and the foods they produce
3. Create menu items using seasonal food recipes
4. Educate staff on the benefits of eating local sustainable foods
5. Wear buttons that say “Ask me about the Buy Local Challenge”
6. Host a farm stand
7. Host a farmers market
8. Host a Community Supported Agriculture (CSA) program
9. Host a “Pick Your Own” event at a local farm
10. Host a “Lunch and Learn” educational event
11. Host a local farmer to give a talk about their farm
12. Host a local foods luncheon
13. Get donations from hospital vendors to support your local food activities
14. Ask Employee Health and Wellness to help you promote this campaign
15. Create a Buy Local Punch Card that your customers can use to get wellness points to redeem for wellness gifts or discounts on health insurance premiums
16. Host a cooking demonstration
 - i. By your hospital chef
 - ii. By your hospital cooks
 - iii. By your clinical dietitians
 - iv. By a physician
 - v. By your CEO, COO or one of your hospital VPs
 - vi. By a chef from a local restaurant
 - vii. By a well-known TV personality
17. Give out recipe cards with local seasonal recipes