

# Taste The Local Difference<sup>®</sup>

SELECT NORTHWEST MICHIGAN

## Get In On It!

### \$45 Million for Local Farm Foods

From Manistee to Mackinac, residents and tourists spend nearly \$900 million each year on food and drink. If just 5 percent of that went to locally made products, a new, \$45 million market would open up for area food and farm businesses.

You can help make that happen! Join us at **Taste the Local Difference** events this winter to:

- ◆ Meet up with local growers and buyers for school food services, restaurants, grocery stores, and more.
- ◆ Discuss ideas for storage, distribution, marketing, and other needs.
- ◆ Learn what *Taste the Local Difference* is discovering through powerful research in our eight-county market, and how you can use it!

**Come hungry!** We'll have a delicious, simple, complimentary meal of local foods at each session, so **please RSVP one week beforehand** by contacting the Michigan Land Use Institute at 231-882-4723, ext. 18, or at [info@mlui.org](mailto:info@mlui.org).

To learn more about *Taste the Local Difference*, visit [www.LocalDifference.org](http://www.LocalDifference.org)

## Save the Dates

### February 13

#### Traverse City • 6 pm to 9 pm Hagerty Conference Center

*Northwestern Michigan College, 715 E. Front St., 2 blocks west of Garfield.*

A gathering of local growers, school cafeteria managers, and other institutional food service buyers.

### March 6

#### Petoskey • 6 pm to 9 pm The Perry Hotel

*One block north of Lake St. at the corner of Bay and Lewis.*

A gathering of local growers and grocery, restaurant, and other food retailers.

### March 20

#### Traverse City • 6 pm to 9 pm Hagerty Conference Center

*Northwestern Michigan College, 715 E. Front St., 2 blocks west of Garfield.*

A gathering of local growers and grocery, restaurant, and other food retailers.

## Brought to you by the *Taste the Local Difference* Farm Network Team:

*Michigan Land Use Institute • Michigan State University • MSU Extension • Northern Lakes Economic Alliance • Northwestern Michigan Council of Governments • Michigan Small Business & Technology Development Center • Northwestern Michigan College • Traverse City Area Chamber of Commerce*

**RSVP one week beforehand at 231-882-4723, ext. 18, or at [info@mlui.org](mailto:info@mlui.org)**

*Dear Friend,*

***Taste the Local Difference*** is a neighborly, regional effort that grows jobs, saves farmland, and builds healthier communities by opening new markets for food that's thousands of miles fresher. The program has already boosted local purchases of local foods through a major marketing campaign, helped school districts purchase more local foods, persuaded kids to eat more fruits and vegetables, discovered a great deal about local food supply and demand, and built a strong farm and food business development team.

2006 will be a great year! We'll expand our farm food guide (see the online version at ***www.LocalDifference.org***) and our partnerships with restaurants and grocers. We'll work with more schools and other big buyers like nursing homes, colleges, and hospitals. And we'll collaborate with entrepreneurs to find more opportunities, like cooperative distribution, and leverage investments in them.

**We Want You to Get In On It!** It's your knowledge and creativity that can build new food markets and businesses. Join us in making our communities and farms more prosperous!

*Visit our website at ***www.LocalDifference.org****