



BUY ALGOMA BUY LOCAL

MEMBERSHIP PROGRAM

buy algoma
BUY LOCAL

2022 - 2023

PROGRAM OVERVIEW

Buy Algoma, Buy Local is a regional branding and marketing program to promote local food and drink in the Algoma region.

*The program is managed by **the Rural Agri-Innovation Network (RAIN)**, a division of Sault Ste. Marie Innovation Centre. RAIN is a non-profit organization focusing on enhancing the agri-food and food sectors in Algoma.*

MEMBERSHIP PROGRAM

OUR INITIATIVES

Branding: Build a recognizable brand in the region, representing local food and drink products and experiences.

Market Development: Provide workshops and resources for the growth and development of businesses, and the agri-food and food sectors in Algoma.

Community Development: Develop partnerships with community supporters and organizations, growing the local economy and regional food system.

Marketing: Promote Algoma as a place to enjoy local food and drink.

Capacity Building: Assist businesses in obtaining, improving, and retaining the skills, knowledge and tools required to offer successful and valuable local food and drink products and experiences.

Event and Experience Coordination: Facilitate successful local food and drink events in the region through coordination and management.



MEMBERSHIP BENEFITS

Buy Algoma, Buy Local connects locals and visitors to:

- What is grown, harvested and raised in the region
- Local food and drink products that reflect the region's history, heritage and culture
- Unique, authentic, and memorable eating and drinking experiences across the region

We have over **65 members** from the region including: farmers, producers, fishers, foragers, chefs, artisans, winemakers and more.

WEBSITE

Promote your business with an **online business listing and profile** that includes a description of your business, contact information, website, social media platforms and a listing on our **local food map**.

Promote your business through our **online featured events and experiences**, highlighting local food and drink events and experiences across the region (e.g. tours, tastings, dinners, events, festivals, etc.).

Promote your business through our monthly **local food and drink blog**; highlighting members, recipes, events, experiences and video blog content.

View our website www.buyalgoma.ca



ALGOMA'S LOCAL FOOD & DRINK PRINTED GUIDE

Promote your business in the **Algoma's Local Food & Drink Guide**; connecting locals and visitors with information on where they can taste, shop and experience local food and drink in the region.

The 2022 Algoma's Local Food & Drink Guide will be printed based on the 2021 Printed Guide. Additional advertising space will be available for purchase.

The Guide will be distributed throughout Algoma at accommodations, tourist centres and member businesses (including restaurants, retailers, and farmers' markets). Targeted mailing of the Guide is done in Sault Ste. Marie/Algoma.

EVENTS AND EXPERIENCES

Due to COVID-19 pandemic, we have limited the events through Buy Algoma this year. We are looking forward to doing more events in late 2022 and 2023.

We will continue to promote member events through our social media channels and website.

SOCIAL MEDIA MARKETING

Promote your business through our social media platforms (Facebook, Instagram and Twitter).

Promote your business by engaging in Buy Algoma, Buy Local social media marketing campaigns launched throughout the year, which will include three social media contests for each season (Summer, Fall and Winter).

BUY ALGOMA VIDEO BLOG

In 2021 we launched a new video blog that will focus on innovative Algoma chefs, restaurants and/or retailers that are committed to purchasing from Algoma producers. They are available at <http://www.buyalgoma.ca/blog>

These videos were produced by **Brass Ring Films** (<https://brassringfilms.com/>); highlighting local businesses and the beauty of Algoma.

The videos will be available to share online through multiple social media platforms. If you are interested in this opportunity, send an email to **David Thompson** (dthompson@ssmic.com).

BUY ALGOMA, BUY LOCAL NETWORK

Connect through our **Buy Algoma, Buy Local network** of producers, processors, farmers' markets, restaurants, retailers, and community supporters and organizations.

- Collaborate with other Buy Algoma, Buy Local members creating a value chain (farm to table) throughout the region.
- Have an idea? We want to hear it! Connect with us on how we can continue to grow this program together.

RESOURCES AND WORKSHOPS

RAIN organizes various workshops on topics like digital media, marketing and eCommerce to grow your business. Qualified trainers will share their knowledge and tools for reaching and retaining customers.

NEWSLETTER

Connect with customers through our e-newsletter with over **350** subscribers, that highlights members, local food and drink products and experiences.

BUY ALGOMA, BUY LOCAL DECAL

Connect with customers by displaying the Buy Algoma, Buy Local decal, representing high quality local food and drink products and experiences. When people see the decal, they know that you're either producing, selling, or serving local food at your business. Additional signage for retailers is available to promote local products on their shelves.



6.1 K

FOLLOWERS

attracting more new followers in total on Facebook, Instagram and Twitter.

30 K

TOTAL ENGAGEMENTS

over 6k engagements in total on Facebook, Instagram and Twitter in 2021.

60 K

PAGE & POSTS CLICKS

over 10k new page contents and posts clicks on Facebook in 2021.

NEW

POSTS

over 150 social media posts in total on Facebook, Instagram, Twitter.



SOCIAL MEDIA HIGHLIGHTS 2021

Membership Fee and Payment

\$75 PLUS HST
(ONE YEAR MEMBERSHIP)

- Submit registration form before:
March 31st, 2022
- Pay \$75+HST (\$84.75) by **April 29th, 2022** by check or eTransfer

BECOME A MEMBER

Visit our website to apply today or contact us to receive a printable copy.

www.buyalgoma.ca/membership

- (1) Fill out the application form
- (2) Read the membership criteria
- (3) Choose your payment option



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