

Social Media Planning Kit



SOURCE LOCAL

With your help, we can connect Ontarians and showcase the best of Ontario agriculture.

Buying local ensures plates are filled with nutritious, delicious, environmentally friendly foods, grown by community farmers. It supports the local economy and keeps Ontarians connected to the food on their table.

Ontario's 38,000 farming families dedicate their livelihoods to growing and producing over 200 food, fibre and fuel products that feed the province, country and world.

Finding local is easy thanks to farmers' markets, farm gate sales, buy local maps and identification at the grocery store. Throughout the year, there is a constant supply of local meats, eggs, dairy products, preserves and greenhouse vegetables. Seasonal local fruits and vegetables can be preserved and frozen to enjoy during the colder temperatures.

We all have a reason for the choices we make. What's your reason?

The Source Local campaign goals are to re-introduce consumers to farmers and farm families in ways that build meaningfully to a cross-commodity-supported platform.

Source Local aims to help:

- Ontarians feel more connected with farmers and food producers;
- Ontarians see value in choosing Ontario grown and produced products;
- Grow renewed interest in positive Ontario agriculture stories;
- Provide opportunities for the farm community and food supply chain to connect with Ontarians on our shared values.

With the goal of connecting consumers to the food that they eat, the Source Local campaign will establish grassroots opportunities to build connections with the public by:

- Demonstrating to Ontarians why they should select Ontario-grown products (quality, environmental sustainability, food safety, supporting their community);
- Demonstrating that Ontario farmers grow and produce products in ways that align with the public's own values;
- Alleviating concerns that Ontarians have about farming practices and the environmental sustainability of farming.

Local OFA Federations will engage consumers by:

- Providing Real Dirt on Farming magazines to classrooms and teachers;
- Create signage designed to be erected on trails that showcase local producers, crops grown, types of farming in the area, etc.;
- Hold virtual field trips of their farms;
- Drive-In "meet your local farmer" nights;
- And so much more!