## **Source Local Social Media Kit**

Graphic are available in sizes for Facebook, Twitter and Instagram

**Source Local**

A series of facts highlighting the benefits of sourcing local.

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| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Source local\Agri-good jobs.png | We are proud to support the Source Local project, which strives to help Ontarians feel more connected with farmers and food producers. #SourceLocal | P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Source local\125 fruit_veg.png | Did you know that there are over 125 different fruit and vegetable crops grown in Ontario?  #SourceLocal |
| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Holidays\Local Food Week (1).png | Save the date! Local Food Week is taking place June 6-12, 2022. Local Food Week is a celebration of the bounty of the fresh, healthy food grown, produced and processed right here in Ontario. Farmers work every day to grow and produce safe and nutritious food for all Ontarians to enjoy. #SourceLocal | P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Holidays\Ont Ag Week (2).png | Save the date! Ontario Agriculture Week is October 3-9, 2022. Ontario Agriculture Week is dedicated to celebrating the abundance of food our farmers produce, the Ontarians our industry employs, the rural communities we support and the economic engine we fuel. #SourceLocal |
| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Source local\Wine sector.png | Ontario is home to many regions with widely recognized wine grapes traditionally grown in more moderate climates. Find a local winery today!  <https://www.vqaontario.ca/Wines> #SourceLocal |  |  |

**My Reason**

We all have a reason for the choices we make. What’s your reason for sourcing local?

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| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\My reason\Community support.png | #MyReason to #SourceLocal is that by supporting local farmers mean supporting the community. | P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\My reason\Protect land_workforce.png | When you choose local, you help create jobs and support economic growth in Ontario. #SourceLocal #MyReason |
| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\My reason\Closer_fresher.png | When you choose local, you’re choosing food that’s grown closer to home. Closer means fresher! #SourceLocal #MyReason | P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\My reason\Family owned.png | #MyReason to #SourceLocal is that it supports families. |
| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\My reason\Envrionment.png | #MyReason to #SourceLocal is that it’s good for the environment. |  |  |

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**Customize any posts to encourage people to buy local, highlighting locations in your area of where they can visit**

Use these to promote local ingredients and businesses in your area.

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| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Source local\pollinator garden.png | Ontario flower growers offer a wide range of plants and flowers. Look for locally grown **[insert item]** at **[insert location].** #SourceLocal |
| **P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Finding local\restaurant.png** | Looking for a restaurant that sources local? You’ve got to try **[insert restaurant]** and their **[insert dish].** #SourceLocal |
| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Finding local\berry picking.png | Get outside this season by going berry picking! Join us at **[insert name]** this summer. #SourceLocal |
| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Holidays\Ont Ag Week (2).png | Did you know that over 1,600 of Ontario’s farmers sell their products at farmers’ markets? You can find us at the **[insert farmers’ market],** which runs **[insert day and time]** #SourceLocal  Find a market near you by visiting <https://www.farmersmarketsontario.com/find-a-farmers-market/> |
| P:\Projects\OFA sOURce local\Social Media Kit\Source local_Facebook posts\Finding local\Wine logo.png | Are you looking for a weekend adventure? Get outside with a trip to a **[insert local winery]**. #SourceLocal |