

2020 HDFFA Partner *Welcome Guide*



EVERYONE DESERVES GOOD FOOD

HDFFA | 544-390-3572 | info@hdffa.org | 354 NE Greenwood Ave. Bend OR 97701





Welcome!

The High Desert Food & Farm Alliance (HDFFA) annually publishes Central Oregon's only online and print Food & Farm Directory to connect consumers with the best grown, raised and crafted foods. In 2020, we will print 27,000 copies (17,000 in the Bend Bulletin June 12th and the Redmond Spokesman June 17th) and distribute (by-hand) 10,000 to our Partners and public outlets.

HDFFA publishes this directory because we want to connect you, our Partners, to consumers and improve the purchasing of local food through education and action. Each Central Oregon consumers' journey to buying locally grown, raised, and crafted foods starts with knowledge, and our directory steers them towards your farms, ranches, products, stores, restaurants, and more.

This accompanying Partner *Welcome Guide* serves as a start or continuation to sourcing, selling, and creating with local foods. As always, if you have additional ideas or questions, just reach out. We look forward to another year of local goodness with you.

With gratitude,
Team HDFFA

What is "Local"?

HDFFA defines local as the tri-county region of Crook, Deschutes and Jefferson.

We recognize that local has different meanings depending on context and product. For a food business that crafts local products, using local farm/ranch foods may not be possible; however, we are inclusive of food businesses that contribute to the local food economy and require that they meet our Partner Pledge.

We trust that our farmer, rancher, and food business do their best to source as local as possible, market products locally, use sustainable practices, and use their products and spending choices in a way that strengthens our Central Oregon community and economy.



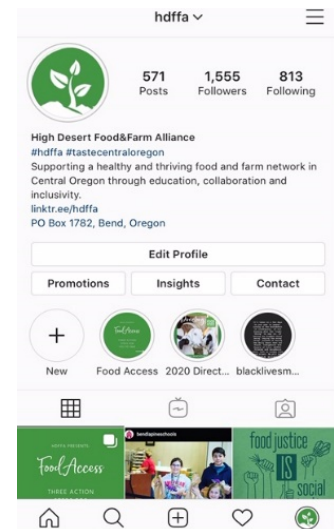
Co-Promotion

Once the Directory is out, we keep promoting our Partners. Co-promotion means that we are both promoting each other to elevate local food and get **more people interested in your products**. The following tips will help you to get to us easier, and to promote your business.

Social Media

- **LIKE** “HDFFA” on Instagram and Facebook
- **TAG** #HDFFA and #tastecentraloregon
- **SHARE** Stories with us and we will re-post
- **BLOG** We will post news and stories to www.hdfffa.org/news
- **LINK** Post the partner logo on your website and link to www.hdfffa.org (this improves search functions for consumers)

Note: Enhanced and Premium Partner levels includes a specific number of social media posts and highlights beyond the Basic level.



Display with Pride!

- ✓ Put this sticker up at your business, at your booth and online!
- ✓ Put out/up the Food & Farm Directory - help us market your brand
- ✓ Post the partner logo on your website and link to www.hdfffa.org

Direct link to the sticker

<https://i2.wp.com/hdfffa.org/wp-content/uploads/2020/06/hdfffa-partner-sticker-2020-1.png?ssl=1>



Resources

- **Farmer Resource Page:** hdffa.org/resources
 - Partner logo
 - Central Oregon Post Harvest Handling Guide
 - Farm and ranch profiles
 - Economic impact of local food on the economy
- **Listservs for Chefs and Farmers:**
 - HDFFA newsletter sign-up <http://eepurl.com/gjX21f>
 - Chef/Farmer:
https://lists.oregonstate.edu/mailman/listinfo/co_chef_farmer
 - Farmer/Rancher:
https://lists.oregonstate.edu/mailman/listinfo/centralor_farmers_ranchers
- **Educational workshops**, chef/farmer mixers, and other networking events
 - Information on workshops, including how to sign up, are found in our events calendar at <https://hdffa.org/events-calendar/> and are always announced in newsletters and on listservs.
- **Farm to School** connections
 - HDFFA is the regional procurement hub lead for the Oregon Farm to School and School Garden Network.
 - Host a gathering at least once a year
 - Help create listings for farms in the [Oregon's Harvest Food Schools portal](#)
 - Support for building relationships with school districts

Email Laurie Wayne, laurie@hdffa.org for more information!



A profile card for Central Oregon Ostrich. The title is "Central Oregon Ostrich". It includes a photo of Michael Lehman and a bio: "Farmer Since 2010 Methods Feeds ostriches spent brewers grain Products Ostrich Michael and (541) 923-5076 Danielle michael@centraloregonostrich.com www.centraloregonostrich.com". Below the bio is a section "About Central Oregon Ostrich" with a paragraph about Michael Lehman's background and a quote: "Exercise creativity to build new systems." There are two small photos: "OSTRICHES IN ORIGIN" and "BREWERS' GRAIN FEED". At the bottom, it says "HDFFA Partner since 2012 visit hdffa.org for more information" and "Visit www.hdfffa.org For more information" with the HDFFA logo.



For Chefs: Sourcing from Farmers

Step 1: Identify Needs & Local Producers; Use the Food & Farm Directory to:

- ✓ Find out what's in season (Directory page 19)
- ✓ Make a product wish list
- ✓ Identify local producers and set up a time to meet (pages 22-32)

Step 2: Quality, Consistency & Price

- ✓ Confirm certifications (Organic? Grass-fed?) if applicable
- ✓ Talk with your farmers about product pricing
- ✓ Outline product quality and packaging expectations – tell your farmers how you'd prefer to receive your orders so that they can prepare appropriately
- ✓ Keep open lines of communication and give feedback

Step 3: Ordering, Delivery and Payment

- ✓ Working directly with farmers:
 - Set up order, delivery and payment schedules
 - Consider developing a contract with farmers to grow specific crops for the restaurant
- ✓ Work with a local distributor:
 - Agricultural Connections
 - Volcano Veggies

Step 4: Recipes & Recognition

- ✓ Keep your menu flexible, offer specials
- ✓ Educate, educate, educate: tell colleagues and staff about the products you are sourcing locally
- ✓ Invite producers to share their story
- ✓ Market the local producers on the menu/specials board or use HDFFA Producer Profiles



For Farmers & Ranchers:

Selling to restaurants or value-added producers

Step 1: Getting Your Foot in the Door

- ✓ Have your price sheet and product list ready!
- ✓ Make a list of restaurants (pages 33-43 in Directory) and set up meetings with the chef - be persistent!
- ✓ Tell your story and showcase your products to the chef

Step 2: Quality & Consistency

- ✓ Outline your product quality and safety practices
- ✓ Ask business about their packaging requirements
- ✓ Know how much volume you can handle
- ✓ Ask for feedback (frequently) and adjust accordingly

Step 3: Ordering, Delivery, & Payment

- ✓ Farm Direct:
 - Set up order, delivery, and payment schedules
 - Ask for regular feedback
- ✓ Consider if you want to use a distributor
 - Know your price points
 - Assess the difference in your time versus someone else distributing
 - Know the value the distributor provides before committing

Step 4: Getting Recognized & Going Farther

- ✓ Ask for your farm or ranch to be named on the menu/specials board
- ✓ Use your HDFFA Producer Profile, available upon request from HDFFA
- ✓ Don't forget to like, follow, and tag the restaurant on social media
- ✓ Consider developing a contract to grow specific crops for the business

