



MARKETING CAMPAIGN *Overview*

ABOUT THE CAMPAIGN

The goal of the Get a Taste campaign is to increase consumption of Central Oregon grown foods by making it easier to find them and highlighting their uniqueness, while increasing profitability for the HDEFFA Partners who grow and sell them. For us, local is defined as the tri-county region (Crook, Jefferson and Deschutes) of Central Oregon.

The High Desert Food & Farm Alliance conducted interviews throughout Central Oregon to understand consumer opinions and attitudes about locally grown foods. We discovered that Central Oregonians simply don't know what type of food grows here, and weren't sure where to find Central Oregon grown foods when shopping or dining.

To raise awareness of Central Oregon's year-round bounty, HDEFFA launched the "Get a Taste of This Place", a fun, educational campaign encouraging everyone to try, taste and buy foods grown right here in Central Oregon by farmers you can meet and talk to in person.

We invite you to become involved: join the campaign and encourage others to "Get a Taste of This Place" by using and sharing the campaign logo.

GOALS FOR CONSUMERS AND THEIR ENGAGEMENT

The cornerstone of our campaign is consumer knowledge that:

- 1. A variety of foods are grown in Central Oregon**
- 2. Central Oregon grown foods can be found in a variety of locations (not just farmers markets)**

To do this, HDEFFA encourages our Partners to use the logo to help consumers:

Buy: Central Oregon food from farmers at their farm stand, farmers market or grocery store.

Look for Get a Taste of this Place. If you don't see it, ask what's Central Oregon grown.

Recognize: the logo/brand and know they are in a place they can find or enjoy Central Oregon grown foods.

Get Social: Share or post their experiences with Central Oregon food on social media and in person.

Experience: Meet HDEFFA and farmers at the farmers markets, through our newsletter or online

Fun: Get A Taste of Central Oregon grown food: buy it, cook with it, and to introduce to others the joy of locally grown foods!

QUESTIONS? PLEASE CALL 541-390-3572 OR VISIT www.getataste.org

Funding made possible by the US Department of Agriculture's (USDA) Agricultural Marketing Service through grant ODA-18-001-GR. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA



HDIFFA PARTNER LOGO USAGE Overview

LOGO GUIDELINES

The general Get a Taste Of This Place logo (shown above) is available for use **exclusively by current HDIFFA Partners only and can only be used to highlight Central Oregon grown foods**. If you are unsure what products are grown in Central Oregon by which farmers, contact HDIFFA.

A customized version of the logo (below) using your business or farm name may be available for you upon request. We also have logos that highlight Central Oregon cities (Bend, La Pine, Prineville, Redmond, Sisters, and Terrebonne) that are available to HDIFFA Partners upon request. All logos are the original property of HDIFFA with full rights reserved.



EXAMPLE OF CITY LOGO



EXAMPLE OF BUSINESS LOGO



EXAMPLE OF FARM LOGO

HOW TO DISPLAY THE LOGO IN PRINT OR ONLINE

DO

Logo should always be placed on a **white background** or in a **white square**.

Logo should have **plenty of open space** and not crowded by text, other images or graphics.

If you place the logo on a photo, **make sure the logo has a white background** so it stands out.

DON'T

Don't Distort: Do not change proportions or logo shape.

Don't Change Elements: Do not alter, add to, or replace original colors, words, fonts or design elements.

Don't Place: Never overlap the logo with a color or photo element.



DO CORRECT AMOUNT OF SPACE AROUND THE LOGO



DON'T DISTORT THE LOGO, CHANGE LOGO ELEMENTS OR PLACE THE LOGO OVER A COLOR OR PHOTO



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CHEFS, RESTAURANTS, & FOOD TRUCKS Overview

USE THE LOGO AND PROMOTE YOUR BUSINESS

- 1) **Use the logo** on menus, signage, ads and website. Show your support of Central Oregon foods and remind your customers and business partners of your support.
- 2) **Feature Central Oregon grown foods** on your menu or make seasonal dishes.
- 3) **Include the hashtags** #getatasteofthisplace #tastethisplace and HDFFA will help spread the word.
- 4) **Ask us how you can get custom stickers** for your business! Message us on social or call/text 541-390-3572

USE THE CAMPAIGN TO GROW YOUR CONNECTIONS

- **Use Central Oregon grown foods.** Make sure your customers know about it: post images on social media that highlight your local ingredients.
- **Feature Central Oregon grown food** in your daily special a few times a week
- **Offer customers the opportunity** to “Localize It” by substituting local ingredients in your favorite dishes.
- **Ask distributors** to offer Central Oregon grown products. Let them know they can support local too!
- **Display a “Get a Taste”** sticker on your window or door to show your support.
- **Tag your farmer** when you post on social media: people love to know who grew their food, and they will appreciate you for offering it! Use hashtags #getatasteofthisplace #tastethisplace and HDFFA will spread the word too.
- **Share stories.** We’d love to help you capture your unique local food story and share it in ways that draw customers to you. Call or text 541-390-3572.
- **Stay in touch with HDFFA:** subscribe to our newsletter, follow us on social, and give us a call any time.

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