



HIGH DESERT  
**FOOD  
& FARM  
ALLIANCE**

# 2023 | HDFFA PARTNER KIT

CONTACT: 541-390-3572 | P.O. BOX 1782 BEND OR 97709 | [info@hdffa.org](mailto:info@hdffa.org)

**HDFFA.ORG**  
**GETATASTE.ORG**

# PARTNER BENEFITS

## PERKS FOR ALL PARTNERS

- NEW searchable online Directory at [getataste.org](http://getataste.org)
- Listing in the online Directory
- Listing in the print Food & Farm Directory
- Listing in the phone app (*Get a Taste*)
- Distributed through two newspapers, twice a year, and 150 businesses and public locations throughout the year
- Access to Get a Taste customized marketing collateral
- Discounted High Desert Food Trail listing at [hdffa.org/hdft](http://hdffa.org/hdft)
- FREE admission to workshops and networking events
- Inclusion in HDEFFA's Local Food Boxes

## FARM & RANCH

Food and community are the heart of our mission. We provide you with benefits with support from the *USDA Beginning Farmer Rancher Development Program* and the *ODA Specialty Crop Block Grant*.

- Access to On-Farm Efficiency Grant program, *when available*
- Access to the Growing Together Mentorship Program
- Access to Get a Taste and customized marketing collateral
- Access to individual on-farm photography at a discounted rate
- Advocate on policies that benefit agricultural producers
- FREE access to our Value Chain Coordination consultant
- FREE access to technical workshops and events
- Payment for agricultural products through our food access programs
- Provide insight into HDEFFA programs through Ag. Advisory Comm.
- Support from the HDEFFA Agricultural Support Manager

## FOOD BUSINESS

We love our food businesses and are always seeking ways to improve your benefits. If you have something you need support with or questions we can help with, let us know!

- FREE access to our Value Chain Coordinator consultant to help get your product into retail locations
- Include your product in HDEFFA's Welcome Home local food box, which is sold to realtors in partnership with the Central Oregon Association of Realtors and provided to new homeowners
- FREE educational workshops & events (e.g. Farmer / Chef Mixer)
- Access to Get a Taste customized marketing collateral, and investment by HDEFFA and Value Chain Coordinator in getting your product recognized at participating grocery stores

Networking with 100+ farmers, ranchers and food businesses working collaboratively to overcome barriers and advance the local food system

# PARTNER PACKAGES

## PARTNERSHIP FEE

To be equitable and accessible, rates are based on a sliding scale of your gross income. All partnerships include one (1) main category and unlimited subcategories. Additional main categories are \$10 each. **Financial assistance is available to anyone**, contact us at [info@hdffa.org](mailto:info@hdffa.org).

\$50	For partners grossing .....	\$0 – 75,000
\$100	For partners grossing .....	\$75,000 – 150,000
\$150	For partners grossing .....	OVER \$150,000

## YOUR SUCCESS

HDIFFA is a hub for Central Oregon farmers, ranchers, restaurants, markets and food processors to connect to each other. Our goal is to enhance everyone's ability to be viable and profitable and be of support to each other.

**For every \$1 spent on local food, \$0.76 stays local.  
An investment in our food system is an investment in you.**

**SIGN UP**  [WWW.HDIFFA.ORG/JOIN-OUR-NETWORK/](http://WWW.HDIFFA.ORG/JOIN-OUR-NETWORK/)

## OPTIONAL ADD-ONS

In addition to your Partnership, we offer packages and a la carte options to enhance your marketing options.

### **SOCIAL PACKAGE (\$50)** 5% OFF À LA CARTE

- E-newsletter profile highlight 1x/year
- Instagram, Facebook & Twitter profile feature post 1x/year\*

### **PRINT PACKAGE (\$175)** \$25 OFF 1/8 PAGE AD

- 1/8 page ad
- Highlighted listing

### **ONLINE PACKAGE (\$190)** 5% OFF À LA CARTE

- Ad banner online 6 mo/year on [getataste.org](http://getataste.org)
- Feature listing on [hdffa.org](http://hdffa.org) and [getataste.org](http://getataste.org) websites

### **À LA CARTE**

Choose from the following options to add value to your listing.

\$25	<i>E-newsletter</i>	Profile highlight 1x/year
\$30	<i>Social media</i>	Profile feature post 1x/year*
\$50	<i>Web</i>	Feature listing on <a href="http://hdffa.org">hdffa.org</a> and <a href="http://getataste.org">getataste.org</a> websites
\$50	<i>Print</i>	Highlighted listing in the Food & Farm Directory
\$75	<i>Web</i>	Ad banner online 3 mo/year ( <i>limited stock item</i> )
\$150	<i>Web</i>	Ad banner online 6 mo/year ( <i>limited stock item</i> )
\$150	<i>Print</i>	1/8 page ad
\$300	<i>Web</i>	Ad banner online year-round

\*Instagram (IG), Facebook, Twitter in-feed post and saved to HDIFFA IG Story Highlights for year-round viewing.

**25% OFF ALL LEVELS FOR NEW 2023-24 PARTNERS**