



Food & Farm Directory

2024 Farm & Ranch – Food Business Partner Opportunities

ABOUT HDFFFA

501(c)3 non-profit | EIN: 45-4422108.

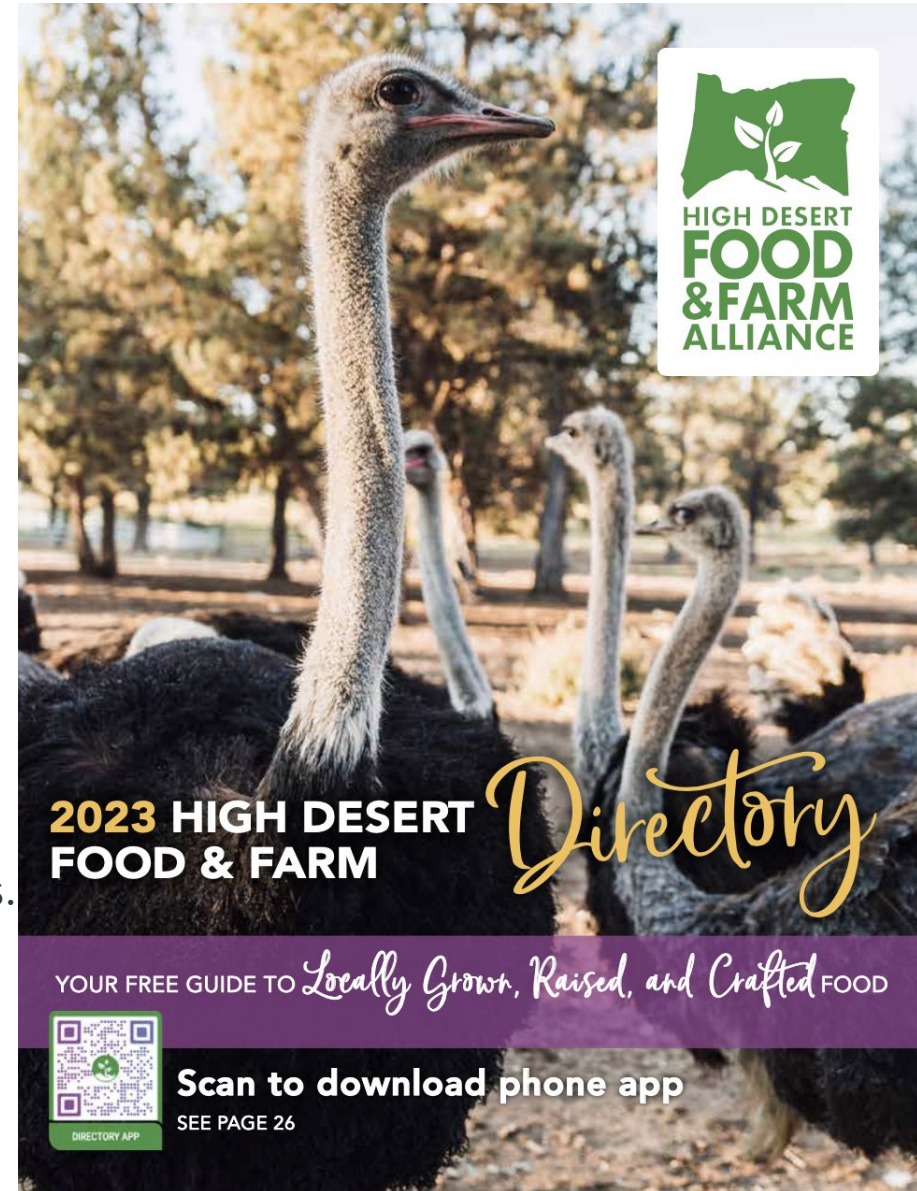
Our mission is to support a healthy and thriving food and farm network in Central Oregon through education, collaboration and inclusion.

We believe that everyone deserves good food.

One of the ways we work toward making that happen is by connecting consumers with education and resources so they can find healthy, local producers and makers.

Our HDFFFA Food and Farm Directory is an excellent guide for Central Oregon residents and visitors to find farms, ranches, and businesses who thoughtfully and intentionally use locally sourced ingredients and products.

In other words, we want to feature YOU!



OUR EXPANDED 2024 DIRECTORY

Our 2024 directory will be our 13th annual guide to High Desert grown, raised and crafted foods. This annual publication is FREE for everyone year-round throughout Central Oregon in print and web!

We are expanding our approach this year to include all farms, ranches, and food businesses whose practices comply with our local pledge.

This will result in an even more comprehensive resource for consumers!

2024 DIRECTORY: DISTRIBUTION AND CIRCULATION

- PRINT: 32,000+ printed annual readers available in 160+ public spaces and businesses
- DISTRIBUTION: 12k Source Weekly (May), 7k The Nugget (May), throughout the year by HDFFA to more than 160 public spaces and businesses.:)
- ONLINE: at *hdffa.org* and *getataste.org*, and as an interactive magazine
- ONLINE: Search engine optimized web pages
- ONLINE: Featured on The Source's web page (188,000 monthly views!)



HDFFA LOCAL PLEDGE

Farm & Ranch

- Grow, raise, and sell products in Central Oregon
- Operate primarily and/or founded in Central Oregon
- Be mindful of conserving land and water and maintaining healthy soils; responsible and transparent use of chemicals, fertilizers, manure, and other farm inputs
- Operate with humane and respectful treatment of animals

Food Business

- Source raw products, to the best of their ability, from Central Oregon producers
- Operate primarily and/or founded in Central Oregon
- Ensure that products are available in Central Oregon markets
- Support a sustainable, regional food system through mission or business practices

2024 PARTNER BENEFITS

FARM & RANCH

- Special designation in Food and Farm Directory listing
- Included on a special partner recognition page in our print Food & Farm Directory, and online at hdffa.org and getatate.org
- Discount to sign up for the High Desert Food Trail hdffa.org/hdft
- FREE admission to workshops and networking events
- Opportunity to be part of HDFFA's Local Food Boxes
- Priority points if applying for HDFFA grant programs
- Access to Growing Together Mentorship Program
- Access to on-farm photo shoots (when offered by HDFFA)
- HDFFA support on policies that benefit agricultural producers
- Opportunity to receive payment for agricultural products through our food access programs (Grow & Give and Fresh Harvest Kits)
- Priority given to partners to participate in HDFFA's Agricultural Advisory Committee that helps inform our agricultural programming
- Support from HDFFA's Agricultural Support Manager
- Opportunity to include your business coupon in HDFFA's print directory and other marketing outlets.

FOOD BUSINESS

- Special designation in Food and Farm Directory listing
- Included on a special partner recognition page in our print Food & Farm Directory
- Included on a partner recognition page on hdffa.org and getatate.org
- Discount to sign up for the High Desert Food Trail hdffa.org/hdft
- FREE admission to workshops and networking events
- Opportunity to be part of HDFFA's Local Food Boxes
- Free admission to Buyer/Producer Mixer Event
- Priority invitation to participate in HDFFA's 2025 SOUPer Bowl Event (Feb 2025)
- Priority consideration to host HDFFA Farm-to-Table events
- Priority consideration to work with HDFFA on other events
- Opportunity to include your business coupon in HDFFA's print directory and other marketing outlets.

2024 PARTNER PACKAGES

PARTNERSHIP FEE*

HDFAA seeks to be equitable and accessible, with low rates to include include all farms and ranches whose practices comply with our local pledge, as well as all locally owned restaurants that source raw products from Central Oregon producers and businesses whose mission and business practices support a sustainable, regional food system.

\$50 For partners grossing..... \$0 - \$75,000

\$100 For partners grossing.....\$75,001 - \$150,00

\$150 for partners grossing.....\$150,000+

* These are suggested fee rates but we seek to eliminate financial barriers to include Farmers and Ranchers and we welcome you to become a partner at the level you can afford.

Optional Add-Ons

Enhance your business with these additional options:

\$25 E-newsletter (Profile highlight 1x/year)

\$30 Social media (Profile feature post 1x/year)

\$150 Print Directory 1/8 page ad

IMPORTANT DATES

PARTNER COMMITMENT by MARCH 8, 2024

SPACE RESERVATION by MARCH 8, 2024

CAMERA READY ART DUE MARCH 8, 2024

PUBLISH DATE on MAY 3, 2024

*Thank you for
your consideration*



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