

Celebrating Local Food Initiative



Photos from 1844 House, Potsdam Farmer's Market, & Applewood Orchards.

The Celebrating Local Food Initiative provides customized, no cost services to match Jefferson, Lewis, and St. Lawrence Counties retailers and restaurateurs with area producers, paired with support to market local, high quality foods and beverages.

This initiative aims to increase the quantity and/or visibility of local products at area businesses; local is defined as products grown or produced in the 14 county Northern New York region. Services will be offered April 2026 through September 2027 or until funds are exhausted.

The Celebrating Local Food Initiative is a project of Cornell Cooperative Extension of Jefferson and St. Lawrence Counties (CCE).

Ready to get started? Contact Us!

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Steps to Partnership

- ☐ **Review** initiative materials
- ☐ **Schedule** an initial meeting with CCE staff to discuss your business and its local food sourcing and marketing needs.
- ☐ **Select** services of interest:
 - ☐ One-on-one consultations
 - ☐ Individualized matchmaking and events to meet farmers and food producers
 - ☐ Professional photography, featuring local products at the partner location and select local farms where these products are sourced
 - ☐ Customized marketing materials, such as on-site signage
 - ☐ Direct marketing campaign, encouraging current and potential customers to seek out local products and purchase from these businesses.
- ☐ **Complete** Participation Agreement via Google Forms.
- ☐ **Engage** in or implement selected services and their products.
- ☐ **Maintain** communication with CCE and participate in initiative surveys as feasible, for the duration of the initiative.

Want to learn more?

Visit: bit.ly/celebratelocal26



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