

A scenic farm landscape at sunset. The foreground is filled with a dense field of wildflowers, including yellow Black-eyed Susans and purple Coneflowers. In the background, a dark, tilled field stretches towards a line of trees under a bright, hazy sky. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. A small wooden structure is partially visible on the right side.

# THE EAT LOCAL CO-OP FARM TOUR

Connecting Consumers to Local Farms



# What is the Co-op Farm Tour?

It's an annual free, self-guided tour for consumers to connect with local farmers and producers to learn about where their food comes from.



- On the second Saturday in July each year from 10am – 4pm, local farms open their doors to the public.
- Generally 20 – 25 farms across MN and western WI participate.
- Strengthens consumers' connection to the local food system
- Learning opportunity for the whole family



# How does it benefit farmers?

"IT'S ABOUT TELLING THE STORY, SHARING EVERYTHING WE CAN ABOUT HOW FOOD IS RAISED, HOW ANIMALS WERE FED, WHAT THE COWS DID DURING THE DAY, WHERE THEY GRAZED. EVERYTHING THAT GIVES THE CUSTOMER THE CONFIDENCE TO BUY LOCAL AND SUPPORT THEIR OWN COMMUNITY."

-JOELLEN VAN GALDER  
ECHO ACRES  
ANIWA, WI

## Participating in the Eat Local Co-op Farm Tour provides farmers with:

- Free advertising for the farm
- An opportunity to build awareness about their farm's offerings, where and how to purchase
- Builds overall consumer awareness and care for the local food system, which benefits all local makers and producers

\*\*Sylvia to tell a bit about her farm tour experience\*\*



# Brought to you by your local food co-ops!

COOPERATION AMONG CO-OPS AND  
CONCERN FOR ARE OUR COMMUNITIES  
ARE GUIDING PRINCIPLES FOR ALL  
COOPERATIVE BUSINESSES.



The Eat Local Co-op  
Farm Tour began in  
2010 as a collaboration  
between several co-op  
grocery stores in MN  
and western WI.



# Pulling it all together.



## LOGISTICS:

- Coordination belongs to one co-op
- The “ask” to be involved
- Cost
- Timing
- Communications



# EAT LOCAL CO-OP FARM TOUR PROMO ASSETS

- [CoopFarmTour.com](http://CoopFarmTour.com)
  - Co-op Farm Tour video (3:38)
    - Teaser version (0:40)
  - Farmer profiles
  - Map
  - Guide Book
    - Itinerairies
- Shared assets available to keep consistent branding and message.





# QUESTIONS?

