

# 4TH QUARTERLY MEETING OF 2018



INVESTING IN THE PROFITABILITY OF OUR LOCAL FOOD SYSTEM

## Organizing a Buy Local Campaign

A recent survey of 20+ local farmers indicated a need for more local purchasing.

How could a Buy Local Campaign expand on existing efforts to increase local food procurement?

What are the elements of a successful Buy Local Campaign?  
What are the economic impacts?  
What are successful examples?

What are the next steps to take?

**TUESDAY, OCTOBER 16**

**9 - 10:30 AM**

**UCCE AUDITORIUM  
2156 SIERRA WAY, SLO**

**9:00-9:20**

**Community Updates**

**9:20-10:00**

**Panel Discussion**

**10:00-10:30**

**Networking**