

EATING FRESH

PUBLICATIONS

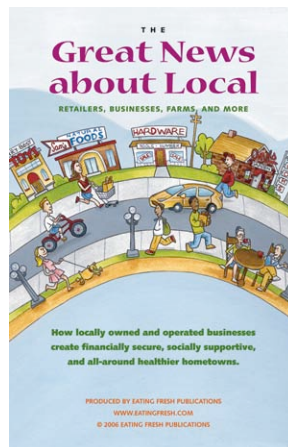
PRESENTS

The Great News about Local

(retailers, businesses, farms, and more)

How independently owned and operated businesses create financially secure, socially supportive,
and all-around healthier hometowns.

A SPONSORSHIP OPPORTUNITY



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“The more we nurture and support
Small-Marts, the more likely we will bring
prosperity to all Americans — rich and
poor, black and white, male and female,
rural and urban, young and old.”

— Michael Shuman, economist and author,
*The Small-Mart Revolution: How Local Businesses
are Beating the Global Competition*

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WHAT IS THE GREAT NEWS ABOUT LOCAL?

The **Great News about Local** is a dynamic and easy-to-read booklet that will put into the hands of tens of thousands of American consumers and businesspeople the power to turn their hometowns into economically strong and socially responsible—and responsive—communities. Created by Eating Fresh Publications as a relationship-building tool for community-based businesses, **The Great News about Local** speaks directly to consumers and owners of independent businesses about the economic, social, and personal benefits of supporting locally owned and operated businesses, retailers, farms, and services.

Eating Fresh is pleased to be working with **Michael Shuman**, noted economist and nationally recognized authority on creating healthy local economies, on development and promotion of **The Great News about Local**. The booklet is being released in conjunction with the publication of Mr. Shuman's newest book, *The Small-Mart Revolution: How Local Businesses are Beating the Global Competition* (Berrett-Koehler 2006). This follow-up to his groundbreaking *Going Local: Creating Self-Reliant Communities in the Global Age* (Free Press 1998) is being applauded by experts throughout the country, including Frances Moore Lappé, Paul Hawken, and many others.

Today, more and more Americans are expressing their desire to live a life beyond cheap goods and low prices. They are deeply concerned about their community's economic vulnerability, the degradation of the environment, the unraveling of community ties, and the erosion of human dignity in the workplace.

The Great News about Local offers an alternative. It provides clear and coherent examples of how the money we spend—both personally and professionally—ripples through our community and provides a safety net against economic downturns. It leverages the growing body of evidence that supports the connection between small-scale, community-based businesses and the creation of healthier communities—and a more satisfying quality of life for all.

DISTRIBUTION AND MARKETING

Distribution and marketing of **The Great News about Local** is handled by Eating Fresh Publications, a veteran team of publishing professionals, marketers, and trendsetters, all of whom have contributed to the success of countless products and services during the past 20 years. Additional distribution and promotion will be handled by Michael Shuman, whose presence and visibility at hundreds of venues throughout the country each year guarantees exposure to highly desirable audiences.

Businesses and organizations will be made aware of the availability of **The Great News about Local** through Eating Fresh's marketing efforts and in concert with our partner-sponsors. Businesses, nonprofits, and other organizations can purchase copies of **The Great News about Local** directly from Eating Fresh and distribute them, free of charge, to their customers. Space is available on the back of the pamphlet for businesses to apply a stamp or label with their business information.

This model proved highly successful with the publication in 2004 of **The Great News about Grass**—a similar pamphlet promoting the multiple benefits of pasture-raised foods. **The Great News about Grass** has been described by hundreds of farmers around the country as the most important marketing tool they have. To date, nearly 40,000 copies of **The Great News about Grass** have been distributed and an additional print run of 20,000 is scheduled for August 2006.

To ensure the most effective distribution of **The Great News about Local**, Eating Fresh has identified seven (7) core markets, each of which represents tens of thousands of retailers, service businesses, small-scale farms, and professional service providers throughout the country that are invested in promoting small-scale, locally owned businesses. Leveraging the strength of cooperative marketing, Eating Fresh will work directly with the groups that serve retailers and businesses, thereby maximizing distribution of the booklets to community-based businesses and venues that promote local businesses.

Core markets for **The Great News about Local**:

1. Chambers of Commerce
2. Independently owned retailers (books, toys, pharmacies, clothing, home design, etc)
3. Community-based banks and financial institutions
4. Independent service businesses (accounting, marketing, legal services, etc)
5. Independent manufacturing businesses (furniture, equipment, printing, etc)
6. Independently owned restaurants and food services
7. Associations and organizations that support agriculture and value-add services for growers

Eating Fresh will work directly with organizations and associations that represent these markets to promote—and in some cases distribute—**The Great News about Local** to their constituents, effectively and affordably.

The booklets will be marketed nationally through media contacts and promotional strategies designed to call attention to its content and theme. Eating Fresh will also work directly with your organization—as well as other reputable organizations that actively promote the development of local economies and sustainable businesses—to ensure maximum exposure.

EATING FRESH / GREAT NEWS ABOUT LOCAL TEAM MEDIA COVERAGE SECURED IN PREVIOUS CAMPAIGNS

In addition to the success that Eating Fresh Publications has achieved through development and marketing of regional and national cookbooks that promote small-scale farms, locally grown and raised foods, and sustainable agriculture, the company is responsible for GRAZEFEST[®], the first national campaign in support of grass-fed and pasture-raised foods from America's small farms.

As part of GRAZEFEST[®] and the publication of *The Grassfed Gourmet Cookbook*, Eating Fresh has published and distributed more than 40,000 copies of **The Great News**

about Grass to hundreds of pasture-based farmers in the United States and Canada, who use it as a marketing tool to promote their products.

The Eating Fresh team of professionals has attracted media attention from the following publications and outlets:

(PARTIAL LIST)

Radio

Food Chain Radio, Michael Olson, MetroFarm	WDRC-AM, Simply Food with Prudence Sloane WHYY, Jim Coleman, A Chef's Table
KCBS Radio, David Narsai	Moneytalk 1350AM, Pat Tanner, Dining Today
KPFA Radio, Claire Cummings's Food and Farming	with Pat Tanner

Newspapers, Magazines, and Web Publications

<i>Atlanta Journal Constitution</i>	<i>Mother Earth News</i>
<i>Baltimore Sun</i>	<i>San Francisco Chronicle</i>
<i>Business Week</i>	<i>San Francisco Examiner</i>
<i>The Daily Saratogian</i>	<i>San Jose Mercury News</i>
<i>Food & Wine</i>	<i>Slow Food U.S.A.</i>
<i>Healing Lifestyles and Spas</i>	<i>Stockman Grass Farmer</i>
<i>Health Magazine</i>	<i>The Sustainable Table</i>
<i>In Practice</i>	<i>The Washington Post</i>

BENEFITS OF SPONSORSHIP

The Great News about Local is part of an overall campaign to promote the Living Local movement. It offers a unique opportunity for organizations and businesses that wish to align themselves with the rapidly growing awareness among consumers and businesses of the economic, social, and environmental advantages of supporting locally owned and operated businesses, services, farms, and more.

While financial support of **The Great News about Local** is critical for advancing this effort, Eating Fresh Publications is—and will continue to be—selective in the sponsorships it solicits. We strongly believe that our partners should be actively

engaged in promoting the values that the Living Local movement represents. In this way, we can more effectively influence consumers, businesses, policy makers, and communities.

SPONSORSHIP

Great News about Local Sponsor: \$3,000

Sponsorship of **The Great News about Local** not only aligns your organization with the fast-growing Living Local movement, it provides an unparalleled opportunity to let consumers—and businesspeople—throughout the country know about your organization’s commitment to the creation of healthy, economically strong, and livable communities. **Equally important, your sponsorship offers independently owned businesses nationwide an invaluable and cost-effective marketing tool to give them the edge in business.**

Benefits of sponsorship include:

- Organization name and logo on back cover of booklet (first print run: 10,000)
- Inclusion in press release announcing sponsorship distributed to relevant media contacts as well as select organizations that serve the needs of independently owned businesses, retailers, and services.
- Up to 500 copies of **The Great News about Local** shipped to your organization
- Announcement of your organization’s sponsorship (with logo) on Home Page of the Eating Fresh Web site along with a link to a page of your choosing
- Announcement of your organization’s sponsorship (with logo) on Home Page of **SmallMart.org**, the Web site of Michael Shuman, nationally recognized expert on creating vibrant local economies, and author of *The Small-Mart Revolution*.
- Distribution of **The Great News about Local** at all speaking engagements conducted by Michael Shuman
- Complimentary copy of *The Small-Mart Revolution*, signed by the author.

PAYMENT SCHEDULE

- One-half at time of agreement
- Balance 45 days after agreement

EATING FRESH TEAM

FRAN MCMANUS

As partner and cofounder of Eating Fresh, Fran McManus brings more than 25 years' experience in marketing and the development of new strategies to connect home cooks, food professionals, and consumers with foods that are locally grown and raised.

Nationally known for her work in natural foods and farming, Fran began her career on a sheep farm and now serves as marketing consultant for the Whole Earth Center, a 36-year-old not-for-profit natural foods store in Princeton, New Jersey. There she has spearheaded a number of consumer education and outreach programs on subjects ranging from organic agriculture to bovine growth hormone, to genetic diversity in food crops, to organic gardening. Well respected for her ability to spot trends in food and farming, Fran helped the Whole Earth Center become one of the first retailers to recognize the value of locally grown and raised foods and, more recently, helped the center integrate grass-fed meats and artisanal farmstead cheeses into its product line.

Fran is coeditor of *Cooking Fresh from the Bay Area* and *Cooking Fresh from the Mid-Atlantic*, for which she was responsible for managing and organizing countless chefs, contributors, and recipes. She's also editor of *Eating Fresh from the Organic Garden State*. Fran is heard frequently on radio programs and appears at events to discuss the impact of local agriculture on communities and the benefits of supporting small-scale local growers.

WENDY RICKARD

With more than 25 years' experience in marketing, publishing, and communications, Wendy Rickard has spent her career on the leading edge of developments in information technology and higher education, Internet technology development, holistic health, and small-scale, organic, and sustainable agriculture. As principal of the Rickard Group, Inc., Wendy has developed successful marketing and publishing strategies for a wide range of nonprofits, associations, and educational organizations invested in promoting new technologies and innovative approaches to new learning environments. She was recognized in 1994 by *Business Week* magazine as a "pioneer on the digital frontier" and has been a frequent contributor to publications devoted to Internet technology and higher education.

As cofounder and partner of Eating Fresh Publications, Wendy serves as coeditor of the Cooking Fresh cookbook series. At the 2002 Eco-Farm Conference in Pacific Grove, California, she presented a paper on connecting consumers to local foods. Rickard graduated from the State University of New York at Binghamton and serves on the board of directors of The FoodRoutes Network.

Both Fran McManus and Wendy Rickard were featured in the May 2001 issue of *Health* magazine as two of America's most-influential women in nutrition. They've been recognized in New Jersey for the work they do as part of Eating Fresh Publications' Living Local Initiative, a program aimed at developing a business-to-business buy-local-food program. Local media frequently call upon Fran and Wendy to comment on issues related to food and agriculture.

ABOUT EATING FRESH

Since 2000, Eating Fresh Publications has connected home cooks, professional chefs, restaurateurs, food enthusiasts, and consumers to local agriculture and celebrates the taste, health, and community benefits of eating local, seasonal, and organic food.

Through regional cookbooks featuring today's most exciting chefs, national

publications that promote the taste and quality of locally grown and raised foods, public appearances, marketing campaigns, and online information, Eating Fresh takes the rising interest in organic agriculture to its next important step: an emphasis on local agriculture and small, independent farmers. By connecting consumers with local growers, retailers, and chefs, Eating Fresh builds local food systems and provides a framework for transforming the way we eat, shop, cook, and relate to food.

FOR INFORMATION ON BECOMING A SPONSOR OF THE GREAT NEWS ABOUT LOCAL, PLEASE CONTACT:

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