

Rooted in Vermont

What is Rooted in Vermont?

Rooted in Vermont is a grassroots movement to increase consumer demand for local food. Rooted in Vermont is shifting the local food narrative on social media and in Vermont communities to be inclusive of the many ways Vermonters enjoy and acquire local food. Traditions like gardening, hunting, fishing, and foraging are as core to Vermont's local food movement as purchasing local food from farmers, restaurants, schools, and stores. Grassroots marketing efforts targeted towards Vermonters not already committed to purchasing local food will aim to stimulate increased awareness, participation, and purchases in Vermont's local food economy and help local food consumption become mainstream in the next 5-10 years.



What makes it a movement?

By celebrating all Vermonters' relationships with local food, Rooted in Vermont intends to create a movement that connects tradition, pride, community, trust, and equity to local food. Rooted in Vermont is owned by all Vermonters, and nurtured by the Vermont Farm to Plate Network to help the movement build momentum and become viral throughout the entire state. It is a movement to help all Vermonters see local food as their own – not because it is a trend, but rather a part of our history and who we are as Vermonters.

Why does it matter to Vermonters?

Vermonters are proud of tradition and our way of life. Local food connects us to the land, to our history, and to our communities. Rooted in Vermont empowers all Vermonters to be a part of the local food movement. Increased consumer demand sends a signal to the marketplace for more local food to be produced, distributed, and available to Vermonters. If 10% of the food purchased in Vermont was locally produced*, it would equate to \$300 million staying in the Vermont economy. Purchasing local products keeps more money here in Vermont, in turn creating jobs, supporting the in-state supply chain, protecting our family farms, and making local food more accessible to more Vermonters.



* Local food sales currently account for 6.9% (\$189 million) of total food sales in Vermont.

WHY DOES IT MATTER TO THE LOCAL FOOD ECONOMY?

When Vermont consumers not already committed to buying local food begin to get more engaged in the Rooted in Vermont movement, education and marketing efforts will encourage Vermonters to demonstrate increased demand. At the same time, as more local food becomes available and affordable in all market channels (retail, restaurants, institutions, direct sale), purchases will increase in the Vermont local food economy.



How can Vermonters participate?

- Follow the Rooted social channels on [Facebook](#), [Twitter](#), and [Instagram](#):
 - Like, share, comment, retweet, and repost with your friends and followers.
 - Share photos and videos of how you acquire and enjoy local food on Facebook, Twitter, or Instagram—from growing or foraging, purchasing directly from a farmer or at the store, hunting or fishing, eating at schools, institutions or restaurants serving local food, finding food from a food shelf, or just by trading with friends and neighbors.



Tag **@Rootedinvermont** when sharing on Facebook



Use the **#RootedinVermont** hashtag on Twitter and Instagram

- Participate in local food activities and purchase local food.
- Become a community organizer and share Rooted in Vermont materials at events, fairs, town meetings, and community gathering locations.

How can Vermont communities participate?

- Plan events and use “Rooted in Vermont” in the title, such as a Rooted in Vermont Harvest Supper or Rooted in Vermont Hunters’ Breakfast.
- Promote events and other community activities by including the #RootedinVermont hashtag on posters and other promotional materials.
- Organize local food forums or a speaker series at the library, or show screenings of the Vermont PBS series Local Motive, and promote them as being “Rooted in Vermont.”
- Use Rooted in Vermont logos in marketing and communication efforts that connect local food to tradition, pride, community, trust, and equity.

DOWNLOAD Rooted in Vermont Logos: <http://bit.ly/RootedinVermontLogos>



***Why* should Vermont government participate?**

A robust local food economy is important for the State of Vermont in terms of jobs, tax revenues, and quality of life in our communities. Increased consumer demand will lead to increased local food purchases, which will directly benefit economic development and job creation throughout the state. Engagement in the Rooted in Vermont movement provides government with an avenue to build and strengthen trust and relationships with Vermonters.

***How* can Vermont government participate?**

- Follow the Rooted in Vermont social media channels on [Facebook](#), [Twitter](#), and [Instagram](#) and share appropriate content with your constituents.
- Use the #RootedinVermont hashtag on social media and to promote local food events.
- Distribute promotional materials to government employees.
- Encourage collaboration across state government to utilize Rooted in Vermont as a common thread that connects the local food movement to tradition, pride, equity, community, and trust.

***Why* should Vermont nonprofit organizations participate?**

Rooted in Vermont provides nonprofit organizations with an opportunity to leverage the movement's growing audience and popularity to expand their outreach. Rooted in Vermont is mission-aligned with many nonprofits and provides free content relevant to Vermonters on social media, which can be shared by nonprofits to help amplify organizational missions and the movement as a whole.

***How* can Vermont nonprofits participate?**

- Invite your members, volunteers, and partners to get involved in the Rooted in Vermont movement.
- Use the #RootedinVermont hashtag on Twitter and Instagram and tag @RootedinVermont on Facebook and share your Vermont food roots on social media.
- Follow Rooted in Vermont on [Facebook](#), [Twitter](#), or [Instagram](#) and share free content with your audience to help amplify the messages.
- Use the Rooted in Vermont logo or hashtag in outreach materials.
- Partner with other food-related businesses and organizations to host Rooted in Vermont events and promote them using the logo or hashtag.
- Invite community members to be a part of the Rooted in Vermont movement and distribute materials to them as they engage with your programs, at local potlucks, at CSA pickup locations, at farmers' markets, and help grow the movement.

Why should Vermont businesses participate?

Businesses who participate will benefit from heightened visibility by publicly connecting with the Rooted in Vermont movement and sharing how their business positively impacts the Vermont economy and local community. Rooted in Vermont provides businesses with the opportunity to engage with a new or revitalized customer base interested in supporting local businesses.

How can Vermont businesses participate?

- Source from local producers as much as possible.
- Invite your employees and Vermont customers to get involved in the Rooted in Vermont movement.
- Use the #RootedinVermont hashtag on Twitter and Instagram and tag @RootedinVermont on Facebook and share your Vermont food roots on social media.
- Follow Rooted in Vermont on [Facebook](#), [Twitter](#), or [Instagram](#) and share the content with your audience to let them know you are a part of the movement.
- Use the Rooted in Vermont logo in marketing materials to connect with your customers' interests in local food traditions and communities.
- Promote Rooted in Vermont at your business—label local food cafeterias as being Rooted in Vermont or hold Rooted in Vermont lunches or events.
- Incorporate the Rooted in Vermont logo into menus, table cards, and signage at restaurants and retail stores.
- Sponsor community food activities and include the Rooted in Vermont logo or hashtag.
- On your next radio, TV, online or print ad, celebrate your tradition in Vermont by saying “We’ve been Rooted in Vermont since [year]!”

Rooted in Vermont FOR FARMS!

- Follow Rooted in Vermont on [Facebook](#), [Twitter](#), and [Instagram](#) and share content with your followers.
- Use the #RootedinVermont hashtag on Twitter and Instagram when sharing photos or tweets from the farm.
- Tag @RootedinVermont on Facebook in your own posts.
- Share Rooted in Vermont postcards and bumper stickers at markets and in CSA pickups.
- Hang Rooted in Vermont signage at markets and farm stands.
- Use the Rooted in Vermont logo (or make your own) on signs and other promotional materials or to promote events.
- Promote farm events by using the #RootedinVermont hashtag and encourage event participants to do the same.
- Hold “Rooted in Vermont” themed events and use the phrase in the name - it’s free to use!
- Tell customers about how you and your farm are Rooted in Vermont!

Powered by [farm to plate](#)



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