

## An Amazing Way to Promote Farms in Your Town: Become a CT 10% Pledge Partner

### **buyctgrown.com** **BECOME A 10% AMBASSADOR**

The [CT 10% Campaign](#) is a statewide initiative to promote locally grown products. It is a collaborative project led of [buyCTgrown](#) and UConn Extension. This campaign is meant to increase consumer awareness and education about sourcing locally grown. Both consumers and businesses of all sizes (restaurants, schools, hospitals, grocers, caterers, etc.) are encouraged to take the pledge. We are steadily increasing brand awareness of the CT 10% Campaign, in part through business partners sharing our logo on their website, social media, printed menus, window decals, etc.

**Help us help you promote your commitment to locally grown and sourcing local products.**

We are asking for you to take the Pledge or encourage the local businesses you frequent to take the Pledge. In return for the time commitment of calculating and reporting the whole dollar amount spent on CT grown products, there are a lot of opportunities for buyCTgrown to promote our 10% Partners.



- Each Pledge Partner is listed on our [Partners page](#)
- Any Pledge Partner [events](#) focused on local foods and products are listed for free on our website and are shared through our biweekly newsletter to all pledgees-consumer and business.
- Bi-weekly newsletter also a platform to promote a Pledge Partner through a seasonal recipe or event

To qualify, products must be grown in CT. Locally canned tomato sauce can only qualify if the tomatoes were grown in CT. Eligible products include fruits, vegetables, nuts, meat, dairy, poultry, shellfish, maple products as well as planted materials as long as they are grown in CT.

If 10% of entire food budget is too extreme, opportunity to pledge 10% of a specific product or category I.e. Pledge 10% of apples or micro greens be CT grown.

Each Pledge Partner gets their own personal dash board so they can see the fluctuation in their spending on locally grown each time they report.

This campaign gives us the ability to leverage one another's local efforts through a partnership.

Please [SIGN UP](#) today!