



Restaurant Benefits & Requirements

The Santa Fe Alliance is once again coordinating the Farm to Restaurant project. Now in its fifth year, this campaign's goal is to promote restaurants and producers that are buying, selling and serving local food. We strive to streamline this process and encourage more knowledge in the community of the benefits of supporting our local food economy.

Show that you care about quality, freshness and community. Join us today!

As a Farm to Restaurant participant, you can:

- **Enhance your image** by benefiting from the \$40,000 media campaign promoting local food
- **Get exposure** in print, online, Cook with the Chef, radio interview, Facebook and local & national media
- **Showcase** your local food buying initiative on the Farm to Restaurant web site directory
- **Feature** your pride with the Farm to Restaurant logo in a poster and on menus, ads and your web site
- **Get fresh, local food delivered to your kitchen door through Farm to Restaurant *Delivers***
- **Bring in conscious consumers** to your restaurant to reinforce your local food purchases

Participation Requirements:

- **Support** this program through your **membership of the Santa Fe Alliance**
- **Strengthen** this program and marketing material by completing the **Farm to Restaurant survey**
- **Provide names of local producers you buy from or be a participant of Farm to Restaurant *Delivers***
- **Reinforce the marketing campaign** by featuring Farm to Restaurant logo when possible
- **Upgrade your customers' knowledge** about the local food you are serving by training your staff

Why is this important?

- ECONOMY** A dollar spent locally generate three times as much income for the local economy.
- COMMUNITY** Purchasing local food reconnects the eater and the grower and supports local farmers.
- HEALTH** Food is our most basic tie to the land. Our bodies live better with the foods that are grown where we are.
- TASTE** Chefs prefer the freshness and quality to make the delicious dishes we all enjoy.
- ENVIRONMENT** Local food has a smaller carbon footprint and less influence by industrialized farming.

To sign up for the Farm to Restaurant project or to receive more information, contact programs@santafealliance.com, call 505-989-5362 or go to www.santafealliance.com/farmtorestaurant.