



HERITAGE FOOD: RETAIL

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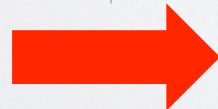


OVERVIEW OF PLANNING IDEAS

IDENTIFICATION

CERTIFICATION

MARKETING



IDEA #1: IDENTIFICATION

Partner with the Virginia Food Heritage Project and the Thomas Jefferson Center for Historic Plants to:

- 1) Establish Heritage Food Criteria
- 2) Identify Heritage Foods
- 3) Create a **Central Virginia Heritage Food Guide**



IDEA #2: CERTIFICATION

In partnership with Piedmont Environmental Council, establish a *Central Virginia Heritage Food Certification* to:

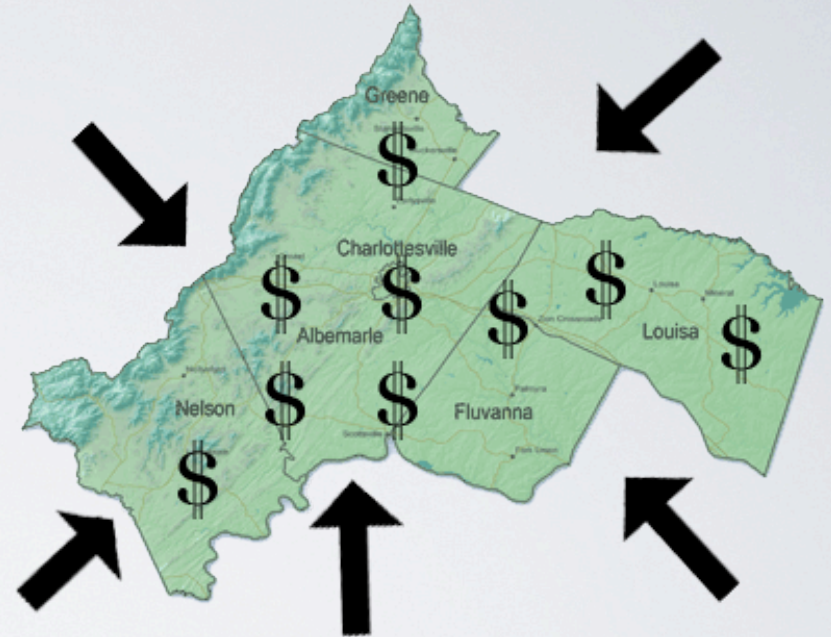
- 1) Label heritage foods
- 2) Ensure integrity of product
- 3) Educate consumers and retailers



IDEA #3: MARKETING

Seek sponsorship for a regional food heritage marketing campaign in order to:

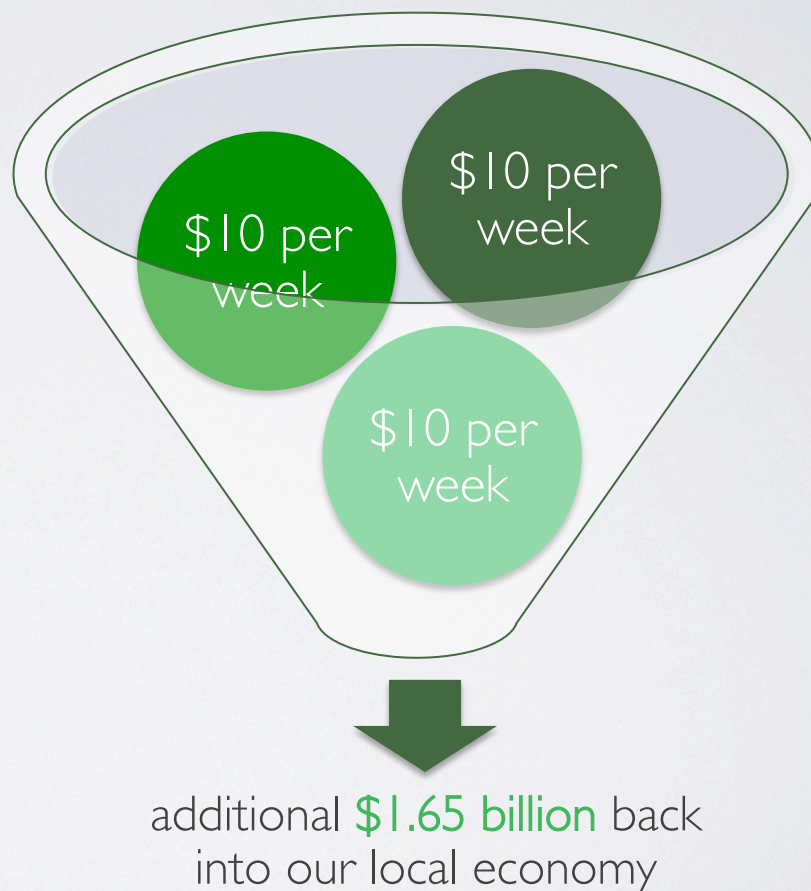
- 1) Advertise and promote product
- 2) Support regional farmers
- 3) Keep more food dollars in the five county area



CONCLUSION

- 1) Identification
- 2) Certification
- 3) Marketing

If everyone spent **\$10 per week** on local food...



Images Cited:

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