

Eight Ways to Use Your Profile

1. Print a copy and have it framed or laminated and hang it in your offices/public sales space.
2. Give copies – electronic, framed, or laminated - to the businesses that you sell your products to – restaurants, retail stores. Ask them to display it in their place of business. Let's cross market what we have to offer.
3. Ask your suppliers for a copy of their profiles and hang them on the wall in your restaurant, retail store, Bed & Breakfast, etc.
4. Load a copy of the profile on your website: "We are celebrated by our Association"
5. Take a copy to the Farmer's Market if you sell product there. Display it somewhere in your stall.
6. Use the profile in your advertising. Jennifer writes great copy, so use her good words.
7. Send a copy to your local newspaper. Ask them to print it.
8. E-mail the profile to your customer list. Remind them that you are an integral part of the local food network in Grey and Bruce.