



## DATCP publishes third edition *Local Food Marketing Guide*

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has updated the *Wisconsin Local Food Marketing Guide*. New entries in this third edition include information about business development, using social media for marketing, business contracts, updated regulations and more.

The guide may be downloaded for no cost from DATCP's website and can be mailed upon request.

The *Local Food Marketing Guide* includes information and strategies about reaching consumers directly through farmers markets, community supported agriculture, agritourism, farm markets, roadside stands and pick-your-own operations. It also includes information on selling through intermediate channels such as restaurants, grocery stores, schools, hospitals and distributors. The guide can help farmers and retailers make decisions about pricing, labeling and insurance. It also provides guidelines for getting proper licensing, following regulations and meeting food-safety standards.

The guide is a service of DATCP's Buy Local, Buy Wisconsin program. Download a 106-page pdf copy of the guide at [http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin). Request a hard copy by emailing [DatcpBLBW@Wisconsin.gov](mailto:DatcpBLBW@Wisconsin.gov) or by calling Kietra Olson at 608-224-5112.

The first edition garnered the Wisconsin Library Association Government Roundtable's Distinguished Document Award, and was one of 12 documents to receive the American Library Association's Notable State Government Document Award.

Buy Local, Buy Wisconsin is an economic development program designed to increase the amount of Wisconsin-grown and produced foods available for purchase by local consumers including families, institutions and businesses. The program offers education, technical assistance and other resources.

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