

Buy Fresh Buy Local Nebraska



2021 Impact At-A-Glance

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buylocalnebraska.org



Locally grown food in Nebraska is powerful. It connects urban and rural communities, encourages small business growth, and positively effects the health of adults and children.

Buy Fresh Buy Local Nebraska (BFBLN) is a resource that connects consumers with direct-market producers like Paula Sandberg owner of Heritage Acres, a family-owned farm and local food aggregator in McCook, Nebraska. “Being a part of Buy Fresh Buy Local has helped our business grow in 2021. The Food Guide and online resources are professional and widely distributed, increasing our visibility and website hits. We’ve also been able to use the food guide to connect with and purchase from other farms across the state.” BFBLN supports farmers through promotion, marketing, and consumer education.

“BFBLN is a great marketing tool to increase sales and exposure for our farm. Their website and resources are wonderful to give to customers interested in learning about local food.”

- Lainey Johnson,
Bright Hope Farm

8,000

print copies of the free
Nebraska Food Guide
distributed across the state
to consumers

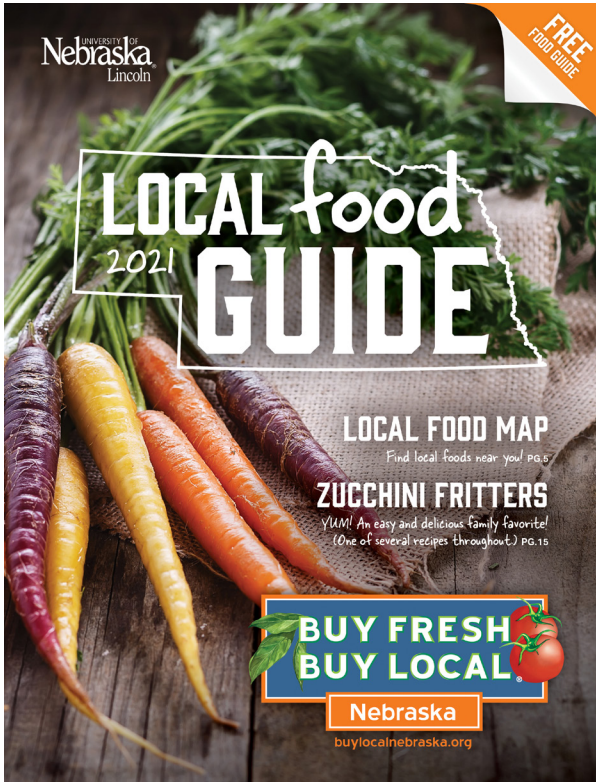
117

farmers, farmers’
markets and local
food businesses
joined BFBLN’s network
in 2021.

90,741

webpage views at
buylocalnebraska.org

Buy Fresh Buy Local Nebraska



BFBLN is dedicated to increasing the economic viability of small farms and strengthening regional food systems by expanding markets for locally produced foods. BFBLN works to rebuild local food systems, promote local agriculture, and connect consumers to fresh, locally produced foods.



\$5,779

of local foods purchased and distributed to youth through the Snack Time w/ Specialty Crops Project.

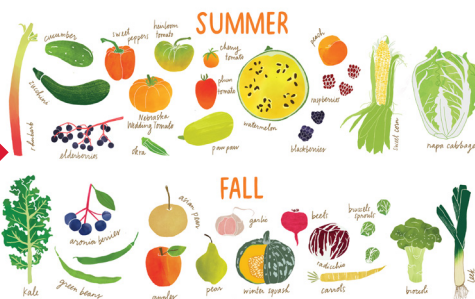
2021 Highlights

- BFBLN partnered with a local marketing agency to produce a multi-language, statewide marketing campaign, Go-to-Grow/Vamos Apoyar, aimed at increasing awareness and attendance at rural farmers' markets in Nebraska.
- BFBLN was involved with educational tours of 15 different Nebraska farms - giving the public a chance to learn from farmers and see how their food is grown.
- 250+ people participated in the month-long Local Food Challenge, an interactive, collaborative campaign aimed at raising awareness of local food available in the state, and increase attendance at farmers' markets and agritourism businesses.



Seasons of Nebraska

The Seasons of Nebraska resource was featured in the 2021 Food Guide and is available as an educational print. This illustration reminds Nebraskans that local food is seasonal- each colorful and diverse product grown in the state has a peak season where consumers can find it fresh and abundant.



6,000+

Nebraskans reached at events where Buy Fresh Buy Local Nebraska had a presence.