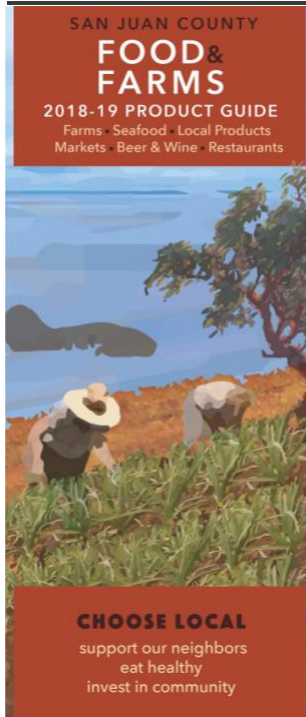


2018 Marketing Opportunities for San Juan County Ag-related Producers

Offered by the San Juan Islands Agricultural Guild, Lopez Community Land Trust and Orcasong Institute through a San Juan County Lodging Tax grant.

These are county-wide projects, yet flexible enough for participants to opt-in or opt-out to best meet their own business needs.

The San Juan County Food & Farm Product Guide



Based on the *Whatcom Food & Farm Finder*, this comprehensive guide will be a listing of all the places to find the best and freshest foods and agricultural products San Juan County has to offer.

What is included in Farm Product Guide:

- *Educational experiences like farm tours, classes on cheesemaking, etc*
- *Hospitality services like farm stays, wwoofers, farm-to-table dinners, wine tours*
- *On the farm direct sales like u-pick, shellfish and farm stands*
- *Off farm sales like farmers markets, wholesale meats, produce, jam, wine, etc.*
- *Restaurants that use locally sourced products*
- *Certifications and business practices for each producer*
- *Education of the importance of local food and agriculture*
- *Eat with the seasons*
- *Optional: Location on map for Lopez, San Juan and Orcas islands. There will be a page for a separate Lopez, San Juan and Orcas island map*

Online versions will be distributed on the websites of San Juan Islands Agricultural Guild, Washington State University-San Juan County Extension, and San Juan Islands Visitor's Bureau.

3000 printed versions will be distributed at over 100 sites in San Juan County, Anacortes, and Seattle annually.



Advertising options: Listing in guide and on www.islandgrowsnj.com, business card ad, ½ page ad.

Savor the Flavors Visitors Map

This map celebrates the high-quality food products and rich farming heritage of San Juan County and establishes the islands as a culinary destination.

What is included on the map:

- *Educational experiences like farm tours, classes on cheesemaking, etc*
- *Hospitality services like farm stays, farm-to-table dinners, wine tours*
- *On the farm direct sales like u-pick, shellfish and farm stands*
- *Restaurants that use locally sourced products*
- *Certifications and business practices for each producer*

- *Education of the importance of local food and agriculture*
- *Promoting Island Insider app: Incentive program to redeem points and assists in planning trips*
- *Advertise events for the year to encourage multiple visits*
- *Selling ads to cover costs*

5,000 copies are printed and distributed to airports, ferries, tourism offices, hotels and bed and breakfasts throughout the Puget Sound region. In addition, the San Juan Islands Visitors Bureau advertises this guide in Seattle media and Puget Sound Fresh Farm Guide.

Advertising options: Listing on paper map and online map at www.islandgrowsnj.com, business card ad, ½ page ad.

List your business and increase your exposure!
Applications due by April 20, 2018

LIST IN THE SAN JUAN COUNTY FOOD & FARM PRODUCT GUIDE AND SAVOR THE FLAVORS VISITORS MAP

	Current Island Grown Member/Lopez Map Member	New Island Grown Member	Non-Island Grown Member
Membership	Already Paid	\$70	Not Applicable
Choose One: Farm Product Guide OR Savor the Flavor Map	Free	Free	\$60
Both Map & Guide	\$25	\$25	\$110

Advertise!	Farm Product Guide Black&White	Savor the Flavors Map Full Color
Biz Card	\$100	\$200
1/2 Page	\$300 (3.5"x 4.25")	\$450 (3.75"x 4.25")
Full Page	\$500 (3.5"x 8.5")	\$800 (3.75"x 8.5")

For questions or sign-up for advertising: Steph Coffey, San Juan Islands Agricultural Guild
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www.sjagguild.com