



JOIN US! TAKE THE LOCAL RESTAURANT CHALLENGE!

www.eatlocalmilwaukee.org

Eat Local Milwaukee is a local movement that provides information and resources to help individuals learn how to eat locally. Eating locally not only positively influences personal health, it also positively impacts the local community, economy, and environment. This movement is powered by dedicated volunteers who give their time and talents to move metro Milwaukee forward in the local eating movement.

The first Eat Local Challenge began in Portland, Oregon in 2005, organized by the renowned think tank EcoTrust. Since that time, many local grassroots initiatives and challenges have sprung up around the nation, with thousands of people participating in their own way to build a more sustainable local food system. In Milwaukee, the Eat Local Challenge is one of the sustainable food projects of the Urban Ecology Center. It began in the fall of 2007 when the Friends of Real Food, an UEC interest group, decided to try taking the Challenge. It has grown each year with the support of Outpost Natural Foods, Slow Food WiSE, Boswell Books, Fondy Market and other local food enthusiasts.

Eat Local Milwaukee's major annual initiative is the Eat Local Challenge, which takes place during the first two weeks in September. However, we also acknowledge that eating locally can (and should) take place 365 days of the year. Thanks to the success of past Eat Local Challenges, we are expanding our efforts in 2011 to include many year-round activities.

This year we will be partnering with area food bloggers and organizations that support the local food movement in metro Milwaukee. We will continue to provide educational opportunities, increased social media engagement, and resources for individuals who would like to make more mindful local food choices. In addition, we would like to ramp up our support for local businesses and restaurants committed to sourcing their ingredients and products locally.

In an effort to best showcase area restaurants that have a commitment to purchasing local and sustainable goods, we are starting a Local Milwaukee Restaurant Affiliate program.

Affiliate Restaurants Benefit From:

- Low cost targeted marketing and promotion on the Eat Local Milwaukee web site, which acts as a resource for individuals who espouse support for local food initiatives.
- Regular promotion of your restaurants seasonal menus, events, and announcements through social media channels including Milwaukee area food blogs, Facebook, and twitter*.
- An opportunity to showcase your restaurant's unique approach to local eating.
- The chance to participate in Eat Local Milwaukee's annual resource fair.
- The option to connect with area food bloggers and other individuals who are interested in supporting the eat local movement.

**The Eat Local Milwaukee Web site received over 14,000 page views during 2010. As of June 2011, Eat Local Milwaukee has nearly 1500 followers on Facebook and over 500 followers on Twitter. We anticipate our year round initiatives, paired with additional social media efforts, to increase overall awareness and double our Web traffic in 2011.*

Do We Have Your Interest? Turn the page...

Eat Local Milwaukee Restaurant Challenge

Eat Local Milwaukee defines a local restaurant as an organization that is privately held and located in the metropolitan Milwaukee area. Local restaurants have no corporate or national headquarters outside of Wisconsin and are therefore able to make independent purchasing and branding decisions. The owner(s) of said restaurants must live and work within the metropolitan Milwaukee area.

Eat Local Milwaukee requires all restaurant affiliates to submit a signed commitment to participate in Eat Local Milwaukee's Local Restaurant Challenge (below). This commitment outlines YOUR pledge to consumers that you are committed to supporting local farmers and our local food economy through your business.

In addition to a signed pledge, Eat Local Milwaukee affiliated restaurants commit to overall Support for Eat Local Milwaukee in its mission and goals. This includes expressed willingness to display flyers, table tents, or posters inside the restaurant itself.

Restaurant Contribution: Free for 2011-2012 (our inaugural year);

Restaurant Benefits:

- a. Listing in the Eat Local Milwaukee Restaurant Directory (on the Web).
- b. Ability to participate in a growing partnership with other restaurants and businesses that support the move toward more sustainable eating in Milwaukee.
- c. The option to connect with Eat Local Milwaukee constituents through participation in restaurant events, including special local restaurant or farm-to-table events.
- d. A restaurant spotlight on the Eat Local Milwaukee Web site, showcasing additional detail about what makes the establishment unique. Spotlights will typically run for a month at a time, and will be promoted on Facebook and Twitter.

TAKE THE CHALLENGE!

When you sign up for the challenge, you will agree to the following:

“We pledge to take the Eat Local Milwaukee Restaurant Challenge. As part of this challenge, we commit to sourcing as much food locally as possible.”

You will tell us what sourcing locally means to your restaurant (required). In addition to detailing foods/products you source locally, you might consider telling us about products you source that are raised sustainably (wild caught salmon, grassfed beef from Minnesota, etc.)

You will also be required to give specific examples of products that your restaurant consistently buys from a local source.

Sign up for the restaurant affiliate program online at: <http://www.surveymonkey.com/s/6BXZBJP>