

LOVE LOCAL

Letter to your local food retailer - template

Attn.: Have heard of the 'Love local' campaign?

Dear [retailer name or manager if known],

I am writing to you in order to see if you've heard of the recently 'Love local' campaign by Food Fairness Illawarra? This participatory campaign calls on local food retailers, such as yourselves, to adopt "I'm local" labelling in their stores to help consumers identify locally grown or produced products more easily while they shop.

The goal of the overall campaign is to grow a vibrant local food culture and economy by making local food more accessible.

Participating in Love Local will:

- Differentiate your store from the bigger supermarkets,
- Responds to increased customer desire to support a local food system,
- Helps consumers identify locally grown or produced products more easily while they shop.
- Strengthen our local economy,
- Support local growers, producers and jobs in our community
- Grows food production in our region
- Increases our climate resilience and minimise dependence on inputs reliant on fossil fuels (less transport, warehousing and packaging).

Get involved:

Contact Berbel Franse on (02) 4283 8111 or berbel@healthycities.org.au to set up an introduction meeting and receive the campaign collateral.

Kind regards,

(insert name),

