

PUBLIC INPUT SESSION: Branding Our Region's Locally-grown Food



Calling all local food growers, sellers, buyers and eaters!

The Rappahannock-Rapidan Regional Commission will be holding public input sessions to develop a brand name and logo for the region's locally-grown food. The brand will then be used in a marketing campaign being funded by the United States Department of Agriculture.

Tell us what makes our local food the best.

After presenting the results of our consumer survey, participants will be led in a discussion of our region's assets and challenges. Doing so will allow us to determine what sets the region's locally-grown food apart from the competition and build a stronger brand. There will also be an opportunity for participants to voice their concerns and preferences about the brand.

This effort is part of the Commission's on-going implementation of the 2015 Regional Farm and Food Plan. For further information, please visit the Commission's website at www.rrregion.org/foodsystem.html or contact Michelle Edwards at (540) 829-7450 or medwards@rrregion.org.

For your convenience, two identical sessions will be held **March 7, 2017** at the following locations:

2:00-4:00pm
Culpeper Police Dept. Community Room
740 Brandy Road, Culpeper

6:00-8:00pm
Fauquier Hospital Conference Center
Sycamore Room B
500 Hospital Drive, Warrenton

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