



CONNECTING CONSUMERS TO PRODUCERS IN WASHINGTON STATE



WHO WE ARE

The Eat Local First Collaborative was launched in June, 2020. Members include The Local Food Trust, Pierce County Fresh, Sustainable Connections, Tilth Alliance, Washington State University Food Systems, and Washington State University Regional Small Farms Program. Anticipated future participation from partners across the state includes Genuine Skagit Valley, Gorge Grown Network, Island Grown in the San Juans, the Methow Conservancy, and Walla Walla Grown.



WHAT IS THE WASHINGTON FOOD & FARM FINDER?

The demand from consumers for local farm-fresh products has never been greater. To meet this demand, the Collaborative has merged multiple statewide and regional farm-finder tools into a comprehensive, mobile-friendly searchable database connected to over 1,700 sustainable and organic farms, farmers markets, and food businesses in 37 counties across Washington State. Additionally, consumers can search for farms and businesses that meet a variety of criteria, including certified organic, sustainable seafood, humane farming practices, disability-owned, BIPOC-owned, LGBTQ+ owned and more.

WHY IT MATTERS

People are looking for local food, and we can help them find it. Consumers are increasingly committed to sourcing local foods, and farmers have repeatedly expressed a need for marketing assistance. Washingtonians are demonstrating increasing awareness of the importance of local food and farm businesses, and are highly motivated to support them. Having one place to search for farm products instead of multiple local directories is more convenient for consumers.

OUR VALUES

Sustainability and diversity in our local food system matters. We support businesses that care for their employees, the environment and the local economy through their practices and representation. We are looking to partner with like-minded, values-driven organizations to support the Collaborative and its efforts.

WHAT FARMERS SAY

"Buy local" is more than just a hashtag and this year has shown us that our communities want to know who their local farmers are. Giving them more resources to help connect with those farmers is priceless."

-Christina Miller, Green Bow Farm, Ellensburg

"The WA Food and Farm Finder provides busy farmers a way to have a robust and professional digital presence. Our farm grows a wide range of crops, from fresh produce to wool yarn, that have different markets and customers. WA Food and Farm Finder makes it easy for customers to find us at all of our different locations and discover all of our farm's products."

-Emily Tzeng, Local Color Farm & Fiber, Puyallup



WHAT CONSUMERS SAY

I think it's great!! I recently went to your site first to find a local meat purveyor to stock up on holiday meat. I know the farms listed treat their animals carefully and the food is going to be of the highest quality locally.

-Ashford, WA

Love how digital technology is helping connect farms with customers, especially during this pandemic, which has made in-person shopping so challenging.

-Seattle, WA

It's great! We all need to know where to find local goods and services that support the basic sustainability of our communities.

-Port Townsend, WA

EAT LOCAL FIRST/WASHINGTON FOOD & FARM FINDER USERS

From Seattle to Spokane, Bellingham to Vancouver, WA - we reach engaged consumers looking to buy local and support local farms, producers and businesses. Metrics gathered from Google Analytics include:

- Geographic location: Seattle metro, Bellingham, Spokane, Tacoma, Kirkland and Vancouver, WA.
- Age: 25-34 27%; 35-65+ 17%; 18-24 8%
- Gender: Female 65%, Male 35%
- Interests: Food & Dining. Cooking Enthusiasts, Book Lovers, Green Living Enthusiasts
- Devices: Desktop 54%. Mobile 43%, Tablet 3%

CONTACT US

Email the Eat Local First Collaborative: info@eatlocalfirst.org