

# Boosting the supply & consumption of local food: A new service for local food producers in South Shropshire

**Marches Grow Local (MGL)** is connected to the Middle Marches Community Land Trust (MMCLT<sup>1</sup>) and works to strengthen the local food system, enabling more people to eat more local food which is produced in an environmentally sustainable way.

To this end we manage the “Buy Local” list of local food producers on the MMCLT website<sup>2</sup>. We have now obtained a small grant from Shropshire Good Food Partnership to work with local food producers to increase their sales, from both existing & new distribution channels.

## How will we work with local food producers?

1. Reviewing how producers currently reach their customers
2. Assessing the effectiveness of how producers utilise the internet and social media to brand, market and distribute their produce locally
3. Providing training on digital marketing
4. Helping producers, if appropriate, to set up and use the globally established Open Food Network (OFN) to generate and handle direct food sales locally
5. Supporting producers, if appropriate, to participate in financially and environmentally sustainable delivery services

## For whom?

- South Shropshire producers of local food and drink, whether fruit & veg, meat, dairy, cooked food, honey or other
- Producers who are committed to environmentally sustainable methods of production
- Those who already do some distribution locally, e.g. through shops, direct sales, markets (in the longer term we hope also to help start-up producers)
- Producers committed to increasing sales within the Marches border counties

## By who?

- The MGL team includes professionals with expertise in digital and other marketing, in Google Analytics and Search Engine Optimisation, in IT and distribution

## When? Now!

- The services supported by the grant from Shropshire Good Food Partnership have to be delivered by March 31st 2022
- MGL will allocate up to 5 days of work with each local food producer it works with between November 2021 and March 2022



## Any questions?

Please contact us at [marchesgrowlocal@gmail.com](mailto:marchesgrowlocal@gmail.com)  
or visit our website: <https://bit.ly/3kyTwck>

<sup>2</sup>View **Buy Local** page: <https://bit.ly/30fAQq4>  
Get in touch to be added.



<sup>1</sup>MMCLT acquires or manages land in the middle English-Welsh border counties to promote and develop resilient and environmentally responsible agriculture and forestry within a wider landscape that supports a thriving, biodiverse natural world.