



# LOCAL FOOD CHAMPION

*Satisfy your appetite for local food*

## Food traceability in the palm of your hand...

Local Food Champion puts a face to your food, literally. This innovative app leverages the procurement activity of the purveyors on the FreshSpoke Marketplace, enabling consumers to plug into the supply chain to get accurate information about the authenticity and origin of your food.



### PURVEYORS

An incentive program for all FreshSpoke buyers that sends a powerful message to consumers about your commitment to supporting local food producers. Start building local food into your marketing message.



### CONSUMERS

Dig into the source and unearth the facts about the foods labeled local. The Local Food Champion app is your trusted source for first-hand information about local food products and the good folks that produced them.

## The Perks...

- Advertisement for your business
- Access to a personalized marketing kit
- Redeem credits through referral programs
- Monetary return of 0.02% when purveying on a silver level
- Monetary return of 0.03% when purveying on a gold level
- Collaborative marketing opportunities
- Product differentiation
- No contracts
- No costs
- Food traceability and transparency
- Support the local food movement

### Powered by...



The wholesale marketplace that connects wholesale food buyers & local food producers

**NOW THAT'S FIELD TO FORK!**