

# Eat Local Challenge 2010

Lessons Learned

**EAT LOCAL  
CHALLENGE 2010**  
THE VEGGIES ARE HERE  
AUGUST 22-28



Division of Agriculture  
Marketing

## Project Purpose & Summary

It is generally agreed upon that the wholesale food industry in Alaska is an area where increased utilization of Alaska Grown foods could be realized. To enhance the competitiveness of Alaska Grown specialty crops, the Division launched the Alaska Grown Eat Local Challenge (ELC). 2010 marked the third year of the challenge.

## Budget

Twenty-five thousand dollars was contracted to Solstice Advertising to write, design, produce and place all related media for the 2010 ELC.

## Timeline

The target week for the 2010 ELC was August 22-28. The last full week of August was selected in 2008 as a time when the widest varieties of Alaska Grown specialty crops are available for commercial purchase. The timing also coincides with the Alaska State Fair and farmers markets being open for business. For consistency, that week has continued to be the ELC week all three years.

To begin, Division staff met with wholesale distributors and a variety of chefs (who had previously participated) to discuss the previous (2008 & 2009) ELC efforts and identify areas of improvement and success. Wholesale distributors commented “if our customers ask for the Alaska Grown product, we will get it.” When staff met and communicated with chefs, all were excited about the opportunity to promote Alaska Grown during the ELC week.

Division staff made a concerted effort to reach out to other groups and encourage both their participation, as well as the creation of their own unique event to highlight ELC week. Staff contacted: 28 farmers market managers around the State, the Alaska Center for the Environment, the City of Palmer, Chef Al of “What’s Cookin’ with Chef Al,” corporate management of all major grocery stores, various print publications, UAF Cooperative Extension Service, Trout Unlimited and many others.

## Partner Events

Multiple events lead to a greater awareness of the ELC in 2010. The Governor introduced a proclamation declaring August 22<sup>nd</sup> - 28<sup>th</sup> as Eat Local Challenge Week.



Whereas, Alaska's farmers are dedicated to producing healthy, high quality products for Alaskans; and

Whereas, Alaskan farms provide residents with fresh, local, nutrient rich produce grown under Alaska's midnight sun; and

Whereas Alaskans are known for our independent spirit and reliance upon the bounty of the lands, rivers, and oceans that surround our state, and the tradition of eating locally results in an emphasis on the importance of knowing where our food comes from, and

Whereas, choosing to eat and buy Alaska Grown foods and agricultural products supports Alaskan families and businesses while bolstering the economy of our state; and

Whereas, the economic impact of Alaska's farmers totals \$31 million annually; and

Whereas, the State of Alaska encourages the growth of Alaskan business and expansion of our workforce, and is appreciative of the contributions to these causes by Alaskan farmers.

Now, therefore, I Sean Parnell, Governor of the State of Alaska, do hereby proclaim August 22-28, 2010 as: Eat Local Challenge Week

In Alaska, and encourage citizens to seek out produce and agricultural products grown in Alaska, which will support our economy, increase the market share of Alaskan products, and support fellow Alaskans.

Farmers markets throughout the State held unique events. The Spenard Farmers Market hosted an “Eat Local Challenge” photo contest.



The winning picture:



The Highways End Farmers Market in Delta Junction hosted an “Eat Local Salad Bar.” Market secretary/treasurer Jane Hamilton reported:

*“It was a cold and rainy day with several downpours. Our loyal customers really enjoyed the salad bar, but several did comment that it was more of a soup day than a salad day! Tourists visiting the market had never heard of such an event and thought it was a fantastic celebration. Some were not familiar with a few of the salad bar items, so it was a great occasion to introduce them to unfamiliar vegetables. The vendors and board of directors were very pleased with the event and it will definitely be held again next year.”*



## Website

All of the advertising components pointed people towards the web site [www.EatLocalAlaskaGrown.org](http://www.EatLocalAlaskaGrown.org) for more information about the ELC including ideas for how to get involved. Visitors to the web site had the opportunity to “send us an eat local story”. One visitor submitted the below:

"My husband is going hunting soon but in the meantime, we just butchered our own chickens fed on an organic diet. We also have laying hens that give us eggs every day. I make my own pasta and breads that go great with all the smoked salmon we make. When we eat out we avoid the chains and try to eat in our neighborhood so we can bike or walk. Luckily we live in Spenard so it's easy."

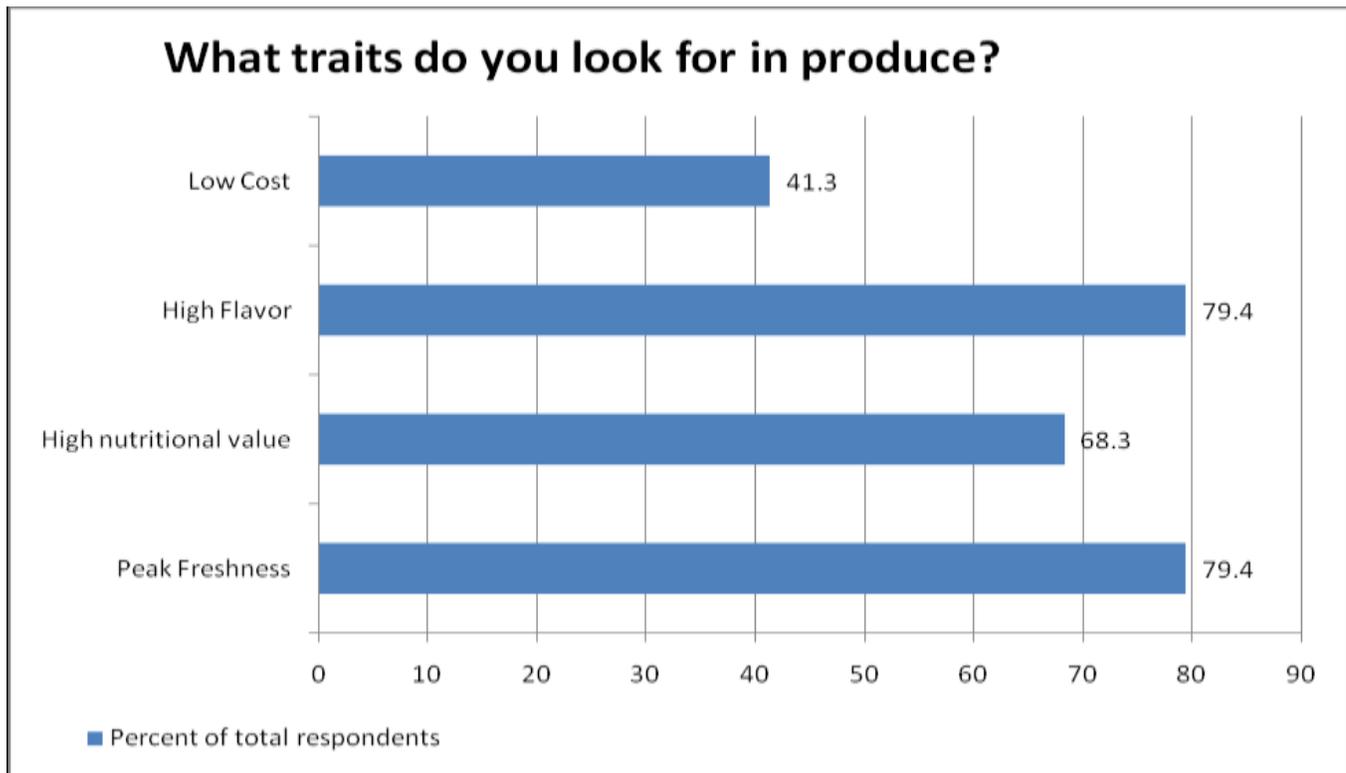
-Victory

Additionally, there was an eight question survey that 63 web site visitors responded to. The survey had six questions.

**Question #1 Is having local farms and agriculture important to you?**

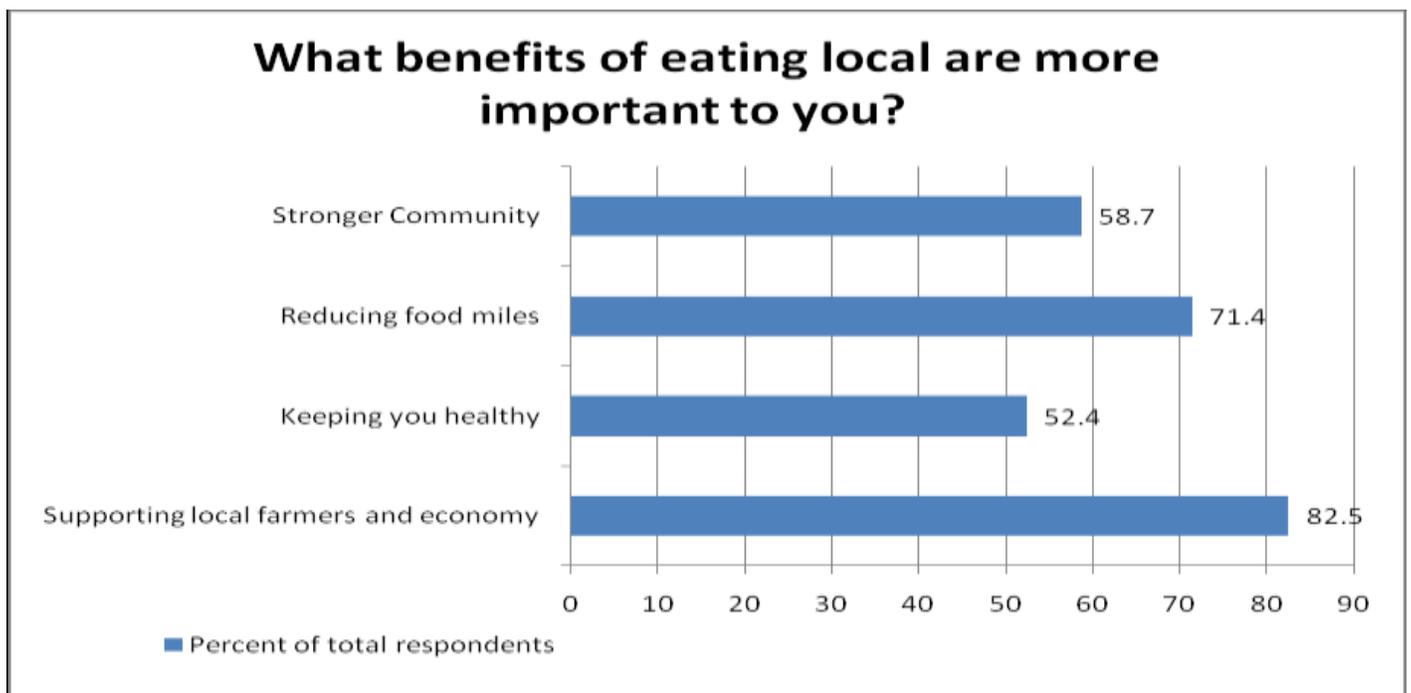
100% of respondents answered yes.

Question #2 What traits do you look for in produce?



Respondents were able to select as many categories as they wanted. It's interesting to note that only 41% of respondents selected "low cost" as a trait they look for. Flavor and freshness had an equal number of responses. In future advertising efforts, it will be key to capitalize on this interest in 'high flavor' and 'peak freshness.'

Question #3 What benefits of eating local are most important to you?



Roughly 83% of respondents said the reason eating local is most important to them is “supporting local farmers and economy.”

**Question #4 Are you seeking out “Alaska Grown” products today?**

Yes = 98.4%, 62 respondents

No = 1.6%, 1 respondent

**Question #5 Has the Eat Local Challenge given you new ideas on how to buy and eat local?**

Yes = 75.4%, 46 respondents

No = 24.6%, 15 respondents

**Question #6 Have you participated in the Eat Local Challenge before?**

Yes = 15.9%, 10 respondents

No = 84.1%, 53 respondents

## Restaurants

A primary component of the ELC week was restaurant involvement. Many producers feel that this is an untapped outlet for their products. Through previous contact we had discovered that restaurants were unaware of both the types of products available and where to purchase them. Through the ELC we hoped to encourage restaurants to source more Alaska Grown products, either by requesting it from their normal distributor/wholesaler or by going direct to farmers.

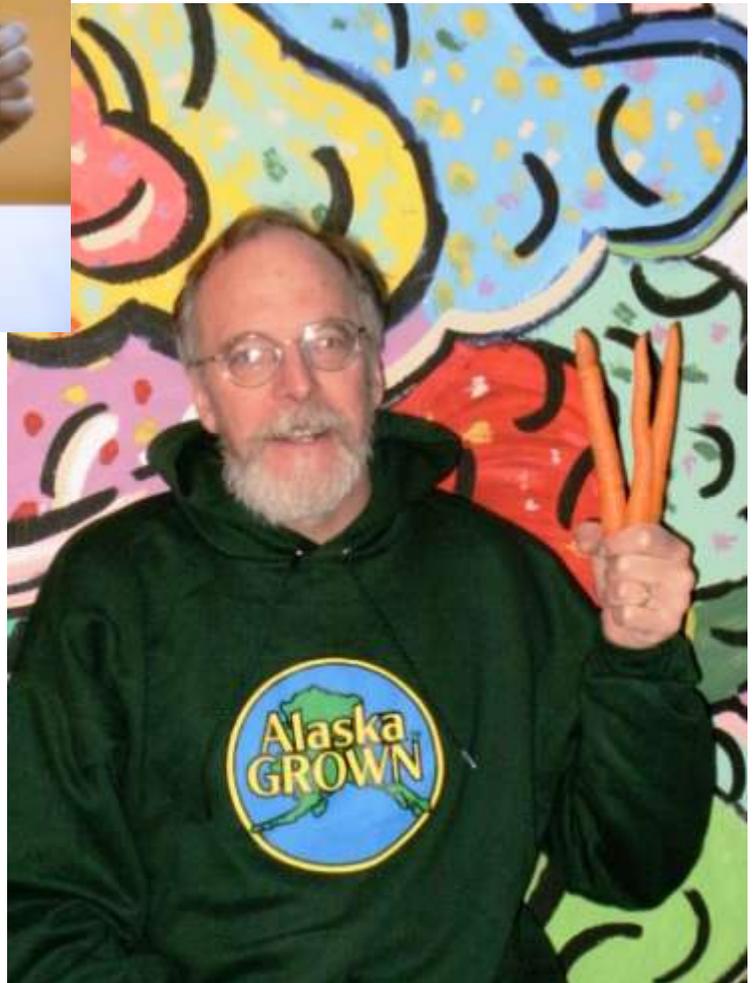
Fifty restaurants were asked to participate in the ELC. They were given marketing materials including graphic files, posters, temporary tattoos, and customer survey cards. By filling out the customer survey cards, the restaurant-goers were entering themselves into a contest with the opportunity to win an Alaska Grown sweatshirt.

Through verbal confirmation we know that many restaurants sourced Alaska Grown products and used the customer survey cards during ELC week. Unfortunately, only nine restaurants returned their cards. This is an obvious area of needed improvement. More time is needed to actively engage with the restaurants to determine who the appropriate person is to receive the marketing kit, i.e. who makes the food purchasing decisions: the executive chef, the owner, a combination of the two? Secondly, what type of promotional items are most useful and likely to be used – graphics art to be uploaded to their web pages and social networking sites, posters and print material for use in the restaurant?

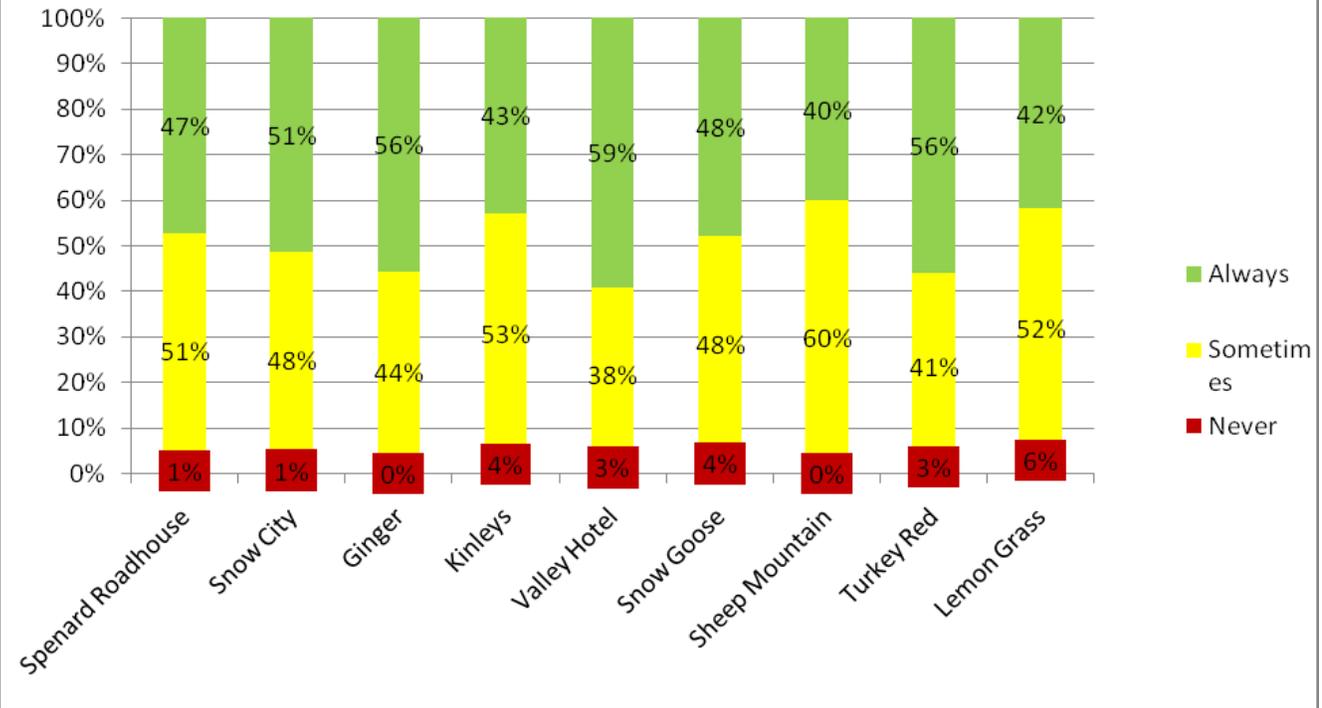
Three questions were asked on the customer survey card:

1. How often do you make a point to buy Alaska Grown produce? Never, Sometimes or Always
2. How often do you shop at Farmers Markets? Never, Sometimes, or Frequently
3. How important is it to you to eat at restaurants that use Alaska Grown ingredients? Not very, Moderately, or Very

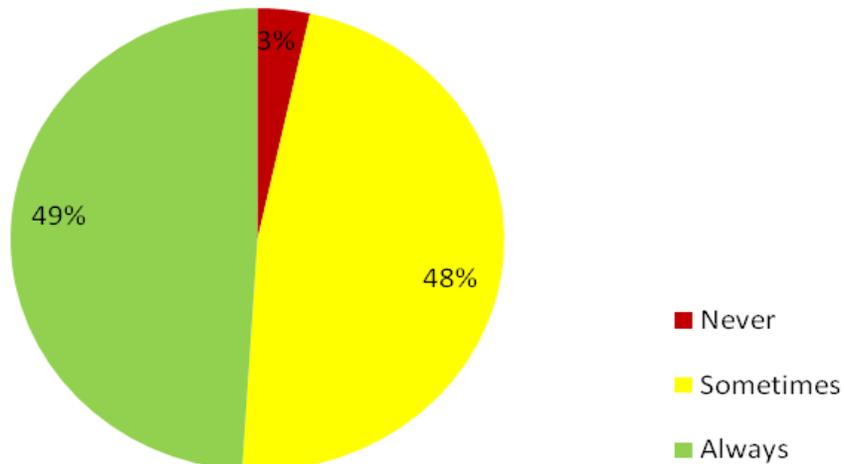
We received one thousand filled out customer survey cards from the nine restaurants. We created plaques to thank the restaurants for their participation. Below is a picture from Lemon Grass Thai Cuisine in Fairbanks with their plaque. We also selected a complete survey response card from each restaurant and sent those individuals a sweatshirt. Below is a picture from one of the winners.



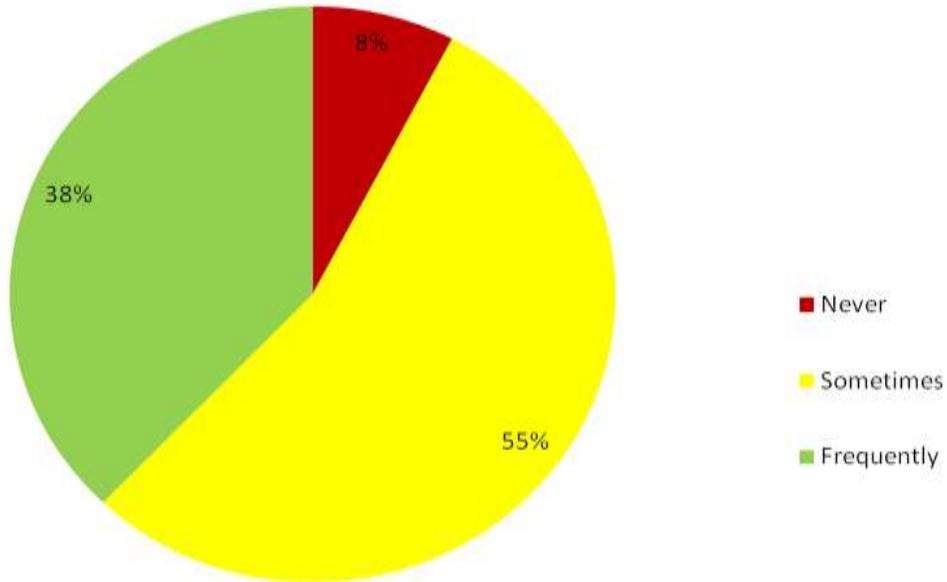
## How often do you make a point to buy Alaska Grown produce?



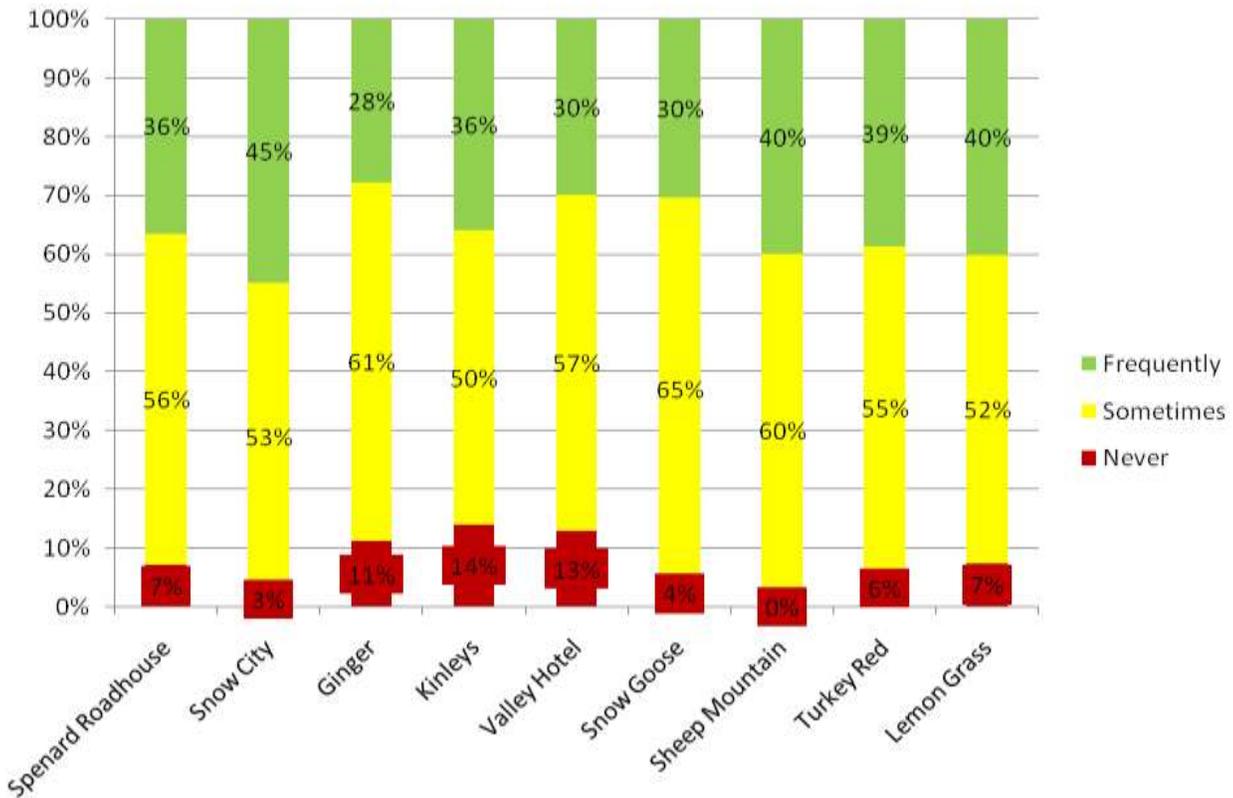
## ALL RESPONDENTS: How often do you make a point to buy Alaska Grown produce?



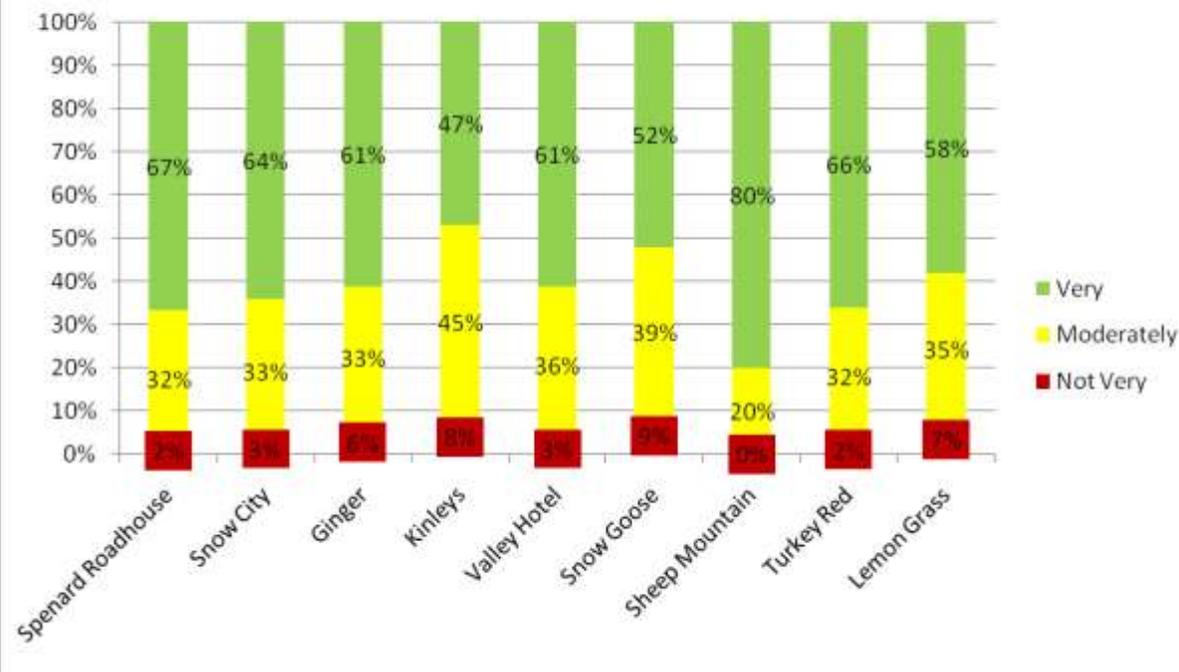
## ALL RESPONDENTS: How often do you shop at Farmers Markets?



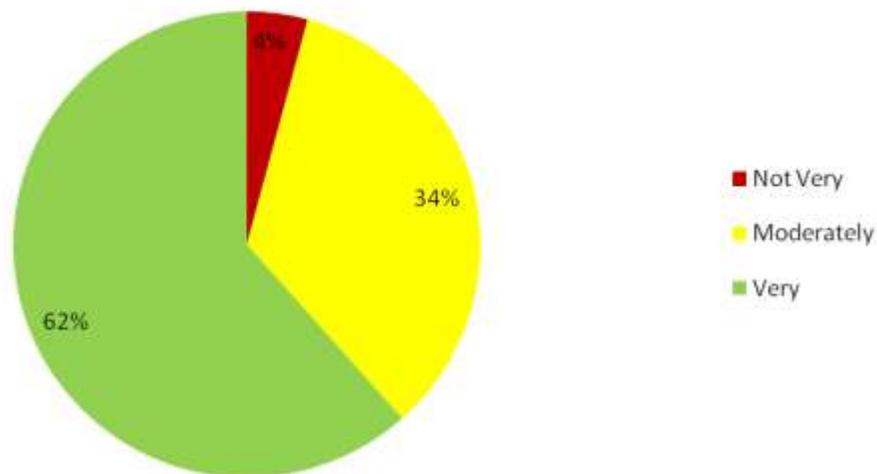
## How often do you shop at Farmers Markets?



### How important is it to you to eat at restaurants who use Alaska Grown ingredients?



### ALL RESPONDENTS: How important is it to you to eat at restaurants who use Alaska Grown ingredients?



After the project completed, both the Division and Solstice Advertising staff were somewhat disappointed in the participation results from restaurants. Solstice contacted 57 restaurants to ask them follow-up questions. Nineteen restaurants participated in the questioning and provided useful information. Detailed breakouts follow.

### Bella Vista – Peters Creek

1. Are you seeking out Alaska Grown products today? **NO**
2. Do your customers value Alaska Grown? **YES**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **NO**
  - b) Café posters **YES**
  - c) Drink coasters **NO**
  - d) What's in season charts **YES**
  - e) Promo items like tattoos, hats, pins **Didn't answer**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Didn't answer**
5. Is there anything else that you would like to share with the Alaska Grown program? **Didn't answer**

### Glacier Brewhouse - Anchorage

1. Are you seeking out Alaska Grown products today? **On an ongoing basis, yes. Local ingredients are included on menus as much as possible.**
2. Do your customers value Alaska Grown? **Yes. Summer time we even advertise produce on the menu. Supplier issues sometimes because of competition. We get as much local produce as we can. VanderWeele Farms is where we have gone in the past.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **NO**
  - b) Café posters **NO**
  - c) Drink coasters **NO**
  - d) What's in season charts **Not for guests point of view, crew room Yes.**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Price is one thing. One area that local product has problem competing with.**
5. Is there anything else that you would like to share with the Alaska Grown program? **Didn't answer**

### The Peanut Farm – Anchorage

1. Are you seeking out Alaska Grown products today? **Yes. They try to.**
2. Do your customers value Alaska Grown? **Yes. Most customers who order fish or other seafood ask where the seafood they are ordering is from.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **NO**
  - b) Café posters **YES**
  - c) Drink coasters **NO**
  - d) What's in season charts **YES**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **The Peanut Farm already uses a lot of local companies.**
5. Is there anything else that you would like to share with the Alaska Grown program? **Didn't answer**

### Fat Olives – Homer

1. Are you seeking out Alaska Grown products today? **Some yes.**
2. Do your customers value Alaska Grown? **Yes.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **NO**
  - b) Café posters **NO**
  - c) Drink coasters **YES**
  - d) What's in season charts **YES**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Can't say so.**
5. Is there anything else that you would like to share with the Alaska Grown program? **No.**

### City Diner – Anchorage

1. Are you seeking out Alaska Grown products today? **No, not really.**
2. Do your customers value Alaska Grown? **Yes. I do and my customers say they would like it**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **YES**
  - b) Café posters **NO**
  - c) Drink coasters **YES**
  - d) What's in season charts **YES**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Maybe if price was comparable to what we get now. If they also had enough to keep up in stock.**
5. Is there anything else that you would like to share with the Alaska Grown program? **No.**

### Marx Bros – Anchorage

1. Are you seeking out Alaska Grown products today? **Yes, would love to find them.**
2. Do your customers value Alaska Grown? **Yes.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **NO**
  - b) Café posters **NO**
  - c) Drink coasters **NO**
  - d) What's in season charts **NO**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Depends on availability. Getting produce from wholesalers can be a problem sometimes**
5. Is there anything else that you would like to share with the Alaska Grown program? **No.**

### O'Malley's on the Green – Anchorage

1. Are you seeking out Alaska Grown products today? **Not right now. When produce is in season in late August, we get it from Palmer. Squash and lettuce we buy a lot of. Not impressed this year with leaf lettuce, so had to start buying from California.**
2. Do your customers value Alaska Grown? **Yes. We don't advertise that it's locally grown. We like to keep business in the state and support local farmers. Rather buy here than ship from far away.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **NO**
  - b) Café posters **NO**
  - c) Drink coasters **NO**
  - d) What's in season charts **YES**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Good price. Easy to get in good quality. I always look through produce on truck and if it isn't good, it is sent back.**
5. Is there anything else that you would like to share with the Alaska Grown program? **No.**

### Chena Pump House – Fairbanks

1. Are you seeking out Alaska Grown products today? **Yes**
2. Do your customers value Alaska Grown? **Yes.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **MAYBE**
  - b) Café posters **NO**
  - c) Drink coasters **NO**
  - d) What's in season charts **NO**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Most wholesalers don't go with Alaska Grown because it is so small. When dealing with wholesalers, price is usually an issue.**
5. Is there anything else that you would like to share with the Alaska Grown program? **I would like to see it grow.**

### Ray's Place – Anchorage

1. Are you seeking out Alaska Grown products today? **No, not at this time.**
2. Do your customers value Alaska Grown? **Don't think customers mind either way.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **YES**
  - b) Café posters **NO**
  - c) Drink coasters **NO**
  - d) What's in season charts **MAYBE IN KITCHEN**
  - e) Promo items like tattoos, hats, pins **NO**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **PRICE**
5. Is there anything else that you would like to share with the Alaska Grown program? **No.**

### Turkey Red - Palmer

1. Are you seeking out Alaska Grown products today? **Yes. Absolutely. Milk to soap to vegetables.**
2. Do your customers value Alaska Grown? **Yes, we do.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **Maybe on front counter**
  - b) Café posters **YES**
  - c) Drink coasters **NO**
  - d) What's in season charts **Yes, very helpful**
  - e) Promo items like tattoos, hats, pins **Tattoos are fun, probably would not use many of these items though.**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Already do. Not anything that could motivate more. Believe in it.**
5. Is there anything else that you would like to share with the Alaska Grown program? **From experience with restaurant...open 2.5 years. Feel well supported by local growers. They are very accommodating, deliver when coming through town. Get many deliveries a week. Produce is always very good. Very happy.**

### **Spenard Roadhouse, Anchorage**

1. Are you seeking out Alaska Grown products today? **Constantly.**
2. Do your customers value Alaska Grown? **Oh yes.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **Yes, in past for ELC. Would depend on circumstances.**
  - b) Café posters **YES**
  - c) Drink coasters **YES**
  - d) What's in season charts **Yes, in kitchen more.**
  - e) Promo items like tattoos, hats, pins **Used tattoos and pins before.**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Availability is always key. I am working with wholesaler now to expand for next season so not just potatoes. Would like to see better variety of crops.**
5. Is there anything else that you would like to share with the Alaska Grown program? **Thank you for continuation of service.**

### **Chena Hot Springs Resort, Fairbanks**

1. Are you seeking out Alaska Grown products today? **Currently using Alaska Grown products.**
2. Do your customers value Alaska Grown? **Of course, that's why we use Alaska Grown produce.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **No, would try though.**
  - b) Café posters **No**
  - c) Drink coasters **YES**
  - d) What's in season charts **Yes**
  - e) Promo items like tattoos, hats, pins **Yes, would try if we could get samples.**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Usually just buy all Alaska Grown produce as much as I can. We grown own produce here in fact and we promote all Alaska Grown.**
5. Is there anything else that you would like to share with the Alaska Grown program? **I would like Alaska to grow more avocados. My customers love them!**

### **Fletchers AND The Whales Tail, Anchorage (located in Captain Cook)**

1. Are you seeking out Alaska Grown products today? **Not today, but we do use local carrots, squashes, zucchinis and potatoes. We use as much local produce as possible.**
2. Do your customers value Alaska Grown? **The customers like Alaska Grown produce, but not sure if they seek it out. Seafood is a big deal, but no vegetable wise.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **Yes**
  - b) Café posters **No**
  - c) Drink coasters **No**
  - d) What's in season charts **Yes**
  - e) Promo items like tattoos, hats, pins **No**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Emails or flyers letting them know when the produce is available, then they would be able to use them more and prices are always a big deal.**
5. Is there anything else that you would like to share with the Alaska Grown program? **Let us know what is up and coming. Provide information about price, where it is, and how much is available. This would help the hotel purchaser to have more information.**

### **Jens, Anchorage**

1. Are you seeking out Alaska Grown products today? **Today can't get any produce except potatoes and carrots. Do buy it in summer time, but there was not a lot of produce this summer. Haven't seen this much this year, but when we do get produce, we like it local.**
2. Do your customers value Alaska Grown? **Yes**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **Yes**
  - b) Café posters **No**
  - c) Drink coasters **Have some already, but could collaborate**
  - d) What's in season charts **Yes**
  - e) Promo items like tattoos, hats, pins **Not sure**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **If high quality**
5. Is there anything else that you would like to share with the Alaska Grown program? **NO**

## Urban Greens, Anchorage

1. Are you seeking out Alaska Grown products today? **Not really. Get some cabbage in summer time**
2. Do your customers value Alaska Grown? **I am sure customers would appreciate it.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **Would promote if used them.**
  - b) Café posters **Yes**
  - c) Drink coasters **No need**
  - d) What's in season charts **Yes**
  - e) Promo items like tattoos, hats, pins **No**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **If price was competitive and there was a consistent supply. I buy a lot of Alaska Grown for my house, but for food service, the price needs to be consistent. There is a limited growing season. If Romaine Lettuce was \$40 or less, a bag of Red Onions was \$30 or less, and celery reasonably price, I would use more local produce for my business. I can't make money for my business by using local produce because of prices.**
5. Is there anything else that you would like to share with the Alaska Grown program? **Produce is great. Farmers in valley are growing great food. While I can't afford to buy local produce for my business, I do buy local produce for my house. It would be nice if there were more retail outlets for to buy local produce besides the Saturday market. Co-ops could open up something in Anchorage and this would increase exposure. It would be nice to have a proper retail store that is open 5-7 days a week. A side note: packet received past summer with rub on tattoos, etc. went into the trash pretty quickly. I would use more local produce for my business if I knew there was more communication letting me know what was is in season or if there were more places to buy produce.**

### Café 817/Muffin Man, Anchorage

1. Are you seeking out Alaska Grown products today? **Seek out Alaska Grown produce as much as possible.**
2. Do your customers value Alaska Grown? **Yes.**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **No**
  - b) Café posters **NO**
  - c) Drink coasters **No**
  - d) What's in season charts **No**
  - e) Promo items like tattoos, hats, pins **No**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **We use Alaska Grown produce all the time if it's fresh and local. We try to buy all local.**
5. Is there anything else that you would like to share with the Alaska Grown program? **Sprouts are something we really use a lot of. We would like to see more fresh produce such as sprouts from Alaska Grown. We buy Matanuska milk all the time. We would like to see Matanuska Yogurts and Half-Pints Cartons of Milk.**

### China Sea, Soldotna

1. Are you seeking out Alaska Grown products today? **I don't know. We order everything from Ditomaso in Anchorage**
2. Do your customers value Alaska Grown? **I don't know**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **No**
  - b) Café posters **NO**
  - c) Drink coasters **No**
  - d) What's in season charts **No**
  - e) Promo items like tattoos, hats, pins **No**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Yes, I would if I knew**
5. Is there anything else that you would like to share with the Alaska Grown program? **\*\*\*The woman spoken with did not understand many questions even with rephrasing, but did say she buys from Anchorage.**

## Saks Café, Anchorage

1. Are you seeking out Alaska Grown products today? **Whenever we can find them. That's the challenge.**
2. Do your customers value Alaska Grown? **Yes**
3. We've provided the following promotional items in the past, let me know if "yes" you would use the item, "no" you not use the item, "maybe" you would use the item in some circumstances:
  - a) Table tents **No, maybe at bar or entry.**
  - b) Café posters **Yes**
  - c) Drink coasters **Maybe**
  - d) What's in season charts **Yes**
  - e) Promo items like tattoos, hats, pins **Maybe**
4. Is there something else that would motivate you to specifically source Alaska Grown produce from your wholesaler? **Always looking for whatever is local. We try to support local fish, produce, & dairy. Dairy is a little rough because it has been inconsistent. It all depends on what market is out there, but we are always looking for local. Availability can be tough, but we try to go local whenever we can.**
5. Is there anything else that you would like to share with the Alaska Grown program? **We support Alaskan Grown and we would like to see more options and items. I would like to see more local shrimp. Used to sell a lot in the '80's but spot shrimp is hard to find. Variety of produce is getting better.**

## Restaurant Conclusions

Based on the information provided by the restaurants, the following conclusions can be made:

- The majority of restaurants think their customers appreciate Alaska Grown food.
- Cafe posters and "what's in season" charts received the most favorable response as items the restaurants would use to promote use of Alaska Grown. Many individuals mentioned the season charts would be helpful for kitchen staff orders.
- The biggest barriers for restaurants sourcing Alaska Grown produce is their perception of a lack of consistent pricing and availability. Signing up more of these restaurants and their particular 'point person' to receive the Fresher by Far newsletter is a priority.

The Division will work to create seasonal availability charts that are more appropriate for use by 'back of house' staff at restaurants and a series of posters that highlights the newly available items.

The Division will share the above information with interested growers and distributors – especially in the instance of restaurants who would like to be sourcing Alaska Grown but feel that it is currently unavailable.

## Project Conclusions

- Increasing the use of Alaska Grown specialty crops in restaurants is challenging.
- Statewide advertising efforts are expensive.
- There is an information gap between farmers and restaurants.
- Timing of the event is critical; the project will be moved from August to July in an effort to not compete with primary election season.
- Consumers are interested in where their food comes from and want to support Alaska Grown – this should be capitalized on.
- The opportunity for additional sales of Alaska Grown specialty crops to restaurants is large.

**EAT LOCAL 2010  
CHALLENGE 2010**  
THE VEGGIES ARE HERE  
AUGUST 22-28

## Additional Information

For additional information, questions, or to offer suggestions for the 2011 Eat Local Challenge, please contact Amy Pettit at 907-761-3864 or [Amy.Pettit@alaska.gov](mailto:Amy.Pettit@alaska.gov)

