

Dear Friend of Farms,

**As a restaurant, you understand the importance of farms.** That is why we hope that you will participate in American Farmland Trust's inaugural *Dine Out for Farms™* week. This premier national event will run from October 10 – 16<sup>th</sup>, engaging diners across the nation and raising the local visibility of participating restaurants by highlighting their commitment to American farm families. If you choose to participate, your restaurant would also join our exclusive "Friends of Farms" community, which we promote year-round to the farm and food advocates that are drawn to our issues. We will also send you a free Friend of Farms window decal so you can share your pledge to help farms and ranches with your customers.



To participate in this year's event, simply fill-out the attached enrollment form and fax it back to us at your earliest convenience. **All enrollment forms must be submitted before midnight on September 30<sup>th</sup>!** The sooner we receive your enrollment form, the sooner we can help you prepare for the event. To speed up the process you can use our online submission process by going to [www.farmland.org/restaurant](http://www.farmland.org/restaurant).

The *Dine Out for Farms™* weeklong event will engage your loyal customers and will raise the local visibility of your restaurant's commitment to American farm families. Through national and local marketing outreach, media engagement and promotional tools, American Farmland Trust and participating restaurants will appeal to consumers who care about farms and food to dine out and make a difference.

**We can work together to spread the word!**

We will help you spread the word about your participation in the *Dine Out for Farms™* event! Go to [www.farmland.org/restaurant](http://www.farmland.org/restaurant) to access free tools designed to make your job easier.

**Dates to remember!**

- **September 30<sup>th</sup>** *Deadline to enroll your restaurant in the event!*
- **October 10<sup>th</sup> – 16<sup>th</sup>** *Dine Out for Farms™ week!*

We hope you will join us in supporting America's farms and ranches with our premier *Dine Out for Farms™* event! If you have any questions now or throughout the summer you can contact me at [ghoffman@farmland.org](mailto:ghoffman@farmland.org) or 202-378-1251.

Sincerely,

Gretchen Hoffman

A handwritten signature in black ink that reads "Gretchen Hoffman".

Manager of Engagement and Communications  
American Farmland Trust





# American Farmland Trust

## DINE OUT *for* FARMS™

### SAVE THE DATE!

The 2010 *Dine Out for Farms*™ will be October 10-16. For details, marketing support and other news, visit:

[www.farmland.org/restaurant](http://www.farmland.org/restaurant)

### JOIN US!

This national week-long event to support farms in America and help save the land that sustains us. Here are just a few ways you can help.

- **Register your restaurant** at [www.farmland.org/restaurant](http://www.farmland.org/restaurant)
- **Encourage** your community to dine out often October 10-16

Once you have registered, access American Farmland Trust's free promotional materials and tools through our online headquarters to make participation easy and successful.

[www.farmland.org/restaurant](http://www.farmland.org/restaurant)

### JOIN THE 2010 *DINE OUT FOR FARMS*™ October 10-16!

American Farmland Trust's inaugural *Dine Out for Farms*™ is a national, week-long event that will bring together restaurants and consumers to support a sustainable future for America's farms. From October 10-16, participating restaurants from across the country will raise funds and awareness for American Farmland Trust's programs that support farms and help save the land that sustains us.

American Farmland Trust and participating restaurants will work together to provide a fulfilling dining opportunity for consumers who care about farms and food. The *Dine Out for Farms*™ event will engage your loyal customers and raise the local visibility of your restaurant's commitment to American farm families.

### HOW *DINE OUT FOR FARMS*™ HELPS

Your support will go directly to American Farmland Trust programs that strive to keep farms thriving—from working hand-in-hand with family farmers, to helping communities support local agriculture, to promoting sound policies that will ensure a healthy future for America's farms and food. Proceeds from *Dine Out for Farms*™ will bring us one step closer to achieving our vision of healthy farms, healthy food and healthy communities all across America.

By joining American Farmland Trust for the inaugural *Dine Out for Farms*™ event, you will help spread the message about saving America's farms and ranches. From September to October, American Farmland Trust's national marketing efforts will provide a backdrop of consistent media engagement that will amplify the local outreach planned by participating restaurants. We will engage your customers by promoting the *Dine Out for Farms*™ week on our website, in marketing materials and throughout national outreach to media and online communities.

*"Without the innovative farmers who supply us, the restaurant would cease to exist. In my opinion, protecting farmland is paramount to sustaining the evolution of our nation's creative cuisine."*

—Chef Andrew Little, The Sheppard Mansion

**JOIN US FOR *DINE OUT FOR FARMS*™** — Register today and access our online resource center full of promotional tools to make local outreach easy.

Go to [www.farmland.org/restaurant](http://www.farmland.org/restaurant) or contact Gretchen Hoffman at 202-378-1251 or via email at [ghoffman@farmland.org](mailto:ghoffman@farmland.org).





Terry and Jean Jones' 400 acre Jones Family Farms near Shelton, Conn. is just 80 miles from the heart of New York City's Times Square and an agricultural oasis in an increasingly suburban landscape. "We don't want to be the last farm out here," says Terry, referring to the ever-shrinking swath of farmland in the region.

*Thanks to American Farmland Trust, more of our important working lands are being protected and more families are able to stay in farming!*

— Sandy & Rossie Fisher, Brookview Farm, Manakin-Sabot, Virginia

*Thank you so much American Farmland Trust for your work on behalf of all farmers.*

— Paul Muller, Full Belly Farm, Guinda, California



## HOW YOU CAN PARTICIPATE

Restaurant participation in the inaugural *Dine Out for Farms™* event will demonstrate a commitment to America's farms and farmland and provide consumers an easy and fun way to show their support for the growing movement around farms and food. American Farmland Trust will work with restaurant partners to spread awareness about the *Dine Out for Farms™* week and the importance of saving the land that sustains us. Restaurants who elect to participate will join others who strive to make a positive impact on our nation's farms and food as members of American Farmland Trust's "Friends of Farms." As a Friend of Farms, your restaurant will be highlighted year-round on American Farmland Trust's website as a true supporter of America's farms and ranches.

### EASY WAYS TO GET INVOLVED:

- Raise funds and grow customer loyalty with co-branded bounce-back coupons.
- Donate proceeds from unique menu promotions.
- Donate a portion of sales during *Dine Out for Farms™* week.

## WHY ARE AMERICA'S FARMS AND FARMLAND SO IMPORTANT?

As we often say at American Farmland Trust: "No Farms, No Food." Farms — particularly those on the urban edge where most of our dairy products, fruits and vegetables are grown — are threatened by sprawling development and a host of other challenges.

Every day, more and more family farmers are facing a bleak economic outlook that is making it increasingly difficult for them to stay on the land. Uncertain market conditions, onerous regulations and the continued intrusion of sprawl into agricultural areas test even the most committed farm families. Added to that, we have a shrinking pool of young people or new farmers who are ready to continue America's farming tradition. Today, almost 60 percent of farmers are 55 or older and the "average age" of our farmers is increasing every year.

American Farmland Trust's *Growing Local* initiative is focused on sustaining family farms and farmers while strengthening America's food and farming system. Our vision is one of U.S. towns and cities surrounded by healthy farms with thriving networks in place to make fresh food from nearby farms a reality for everyone — we've already helped to ensure that more than three million acres of farm and ranch land stay healthy and productive forever. **Will you help us grow the movement?**

*American Farmland Trust is the nation's leading conservation organization dedicated to saving America's farm and ranch land, promoting environmentally sound farming practices and supporting a sustainable future for farms. As the vital link among farmers, conservationists and policy-makers, we're focused on ensuring the availability of the land that provides fresh food, a healthy environment and lasting rural landscapes. Since our founding in 1980 by a group of farmers and citizens concerned about the rapid loss of farmland to development, we've helped save millions of acres of farmland and led the way for the adoption of conservation practices on millions more.*

# *Dine Out for Farms™*

## Frequently Asked Questions for Restaurants

### **What is *Dine Out for Farms™*?**

American Farmland Trust's inaugural *Dine Out for Farms™* is a national, week-long event that will bring together restaurants and consumers to support a sustainable future for America's farms. From October 10-16, participating restaurants from across the country will raise funds and awareness for American Farmland Trust's programs that support farms and help save the land that sustains us.



### **What are the benefits for participating?**

By joining American Farmland Trust for the inaugural *Dine Out for Farms™* event, you will be helping spread the message about saving America's farms and ranches. From September to October, American Farmland Trust's national marketing efforts will provide a backdrop of consistent media engagement that will amplify the local outreach planned by participating restaurants. We will engage your customers by promoting the *Dine Out for Farms™* week on our website, in marketing materials and throughout national outreach to media and online communities. As a participating restaurant, you are also joining our exclusive "Friends of Farms" community, which we promote year-round to the farm and food advocates who are drawn to our issues. As a member of the Friends of Farms community, participating restaurants will also receive a "Friend of Farms" window cling.

### **When is *Dine Out for Farms™* week? What is the deadline to participate?**

The *Dine Out for Farms™* week will be held October 10-16. All participating restaurants must have submitted the participation sign-up form no later than midnight, September 30, 2010.

### **How will people hear about *Dine Out for Farms™* week?**

We have a national outreach and engagement strategy for the *Dine Out for Farms™* week that includes outreach to radio, television and print media outlets, use of social media tools like Twitter and Facebook, and consistent engagement with our 70,000+ member online community. Our outreach plan will provide a national backdrop of consistent media engagement that will amplify any local outreach planned by participating restaurants. We also provide free outreach tools and templates on the official headquarters for participating restaurants on the *Dine Out for Farms™* website at [www.farmland.org/restaurant](http://www.farmland.org/restaurant).

### **Are there materials available to help me engage my customers?**

Yes. We have put together a suite of tools designed to make it easy to share your participation in *Dine Out for Farms™* week. From templates for check stuffers and bounce-back coupons to sample press releases and free social media sharing tools, to print ready ads and customizable flyers, we have a host of useful promotional tools to make your local *Dine Out for Farms™* week outreach a great success.

**What does my participation require? Do I need to make a donation?**

There are multiple levels of participation available to restaurants depending on the unique needs of each. However, a minimum donation of \$100 is requested for restaurants to join the “Friends of Farms” community. Restaurants can choose from the following participation methods and levels:

- Raise funds and grow customer loyalty with co-branded bounce-back coupons.
- Donate proceeds from unique menu promotions.
- Donate a portion of sales during *Dine Out for Farms™* week.

**What types of payment are accepted? When does my contribution need to be received after *Dine Out for Farms™* week?**

Both checks and credit cards are accepted forms of payment. You will have the option following the *Dine Out for Farms™* week to make your payment either through the mail within 30 days of the event or you can use our secure online form which will be accessible on the restaurant headquarters section of the *Dine Out for Farms™* website at [www.farmland.org/restaurant](http://www.farmland.org/restaurant).

**Who is American Farmland Trust?**

American Farmland Trust is the nation's leading conservation organization dedicated to saving America's farm and ranch land, promoting environmentally sound farming practices and supporting a sustainable future for farms. As the vital link among farmers, conservationists and policy-makers, we're focused on ensuring the availability of the land that provides fresh food, a healthy environment and lasting rural landscapes. Since our founding in 1980 by a group of farmers and citizens concerned about the rapid loss of farmland to development, we've helped save millions of acres of farmland and led the way for the adoption of conservation practices on millions more.

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**I have a question that isn't answered here. Whom may I contact?**

If you have any further questions, you can contact Gretchen Hoffman by phone at (202) 378-1251 or by email at [ghoffman@farmland.org](mailto:ghoffman@farmland.org).



# 2010 *Dine Out for Farms*™

## Enrollment Form

American Farmland Trust's inaugural *Dine Out for Farms*™ is a national, week-long event that will bring together restaurants and consumers to support a sustainable future for America's farms. From October 10-16, participating restaurants from across the country will raise funds and awareness for American Farmland Trust's programs that support farms and help save the land that sustains us.



American Farmland Trust  
**DINE OUT** *for* **FARMS**™

**GO ONLINE to Enroll at [www.farmland.org/restaurant](http://www.farmland.org/restaurant)**

OR Submit this form via fax, 202-659-8339 or email to [ghoffman@farmland.org](mailto:ghoffman@farmland.org) by September 30th.

### Restaurant Information

This information will be displayed to visitors to the *Dine Out for Farms*™ website: [www.farmland.org/dineout](http://www.farmland.org/dineout)

Restaurant Name: \_\_\_\_\_

Brief Restaurant Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Website: <http://>\_\_\_\_\_ Reservation Phone #: \_\_\_\_\_

### Primary Event Contact Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_ ext. \_\_\_\_\_

Restaurant Address (Mailing): \_\_\_\_\_

Restaurant Address (Physical): \_\_\_\_\_

Email: \_\_\_\_\_ Would you like to receive regular email from us? ☐ Yes ☐ No

### Level of Participation

Please select one of the following levels of involvement in *Dine Out for Farms*™ week.

NOTE: The suggested minimum contribution for participation is \$100.

My goal is to contribute (estimate your donation): \$ \_\_\_\_\_

To meet my goal during *Dine Out for Farms*™ week I will:

- ☐ Raise funds and grow customer loyalty with co-branded bounce-back coupons
- ☐ Donate proceeds from unique menu promotions
- ☐ Donate a portion of sales during *Dine Out for Farms*™ week

**Access American Farmland Trust's free promotional materials and tools through our online headquarters to make participation easy and successful.**

**[www.farmland.org/restaurant](http://www.farmland.org/restaurant)**



American Farmland Trust

