

Local Canadian Food has just launched a new national website to help local food producers and consumers find each other throughout Canada. We invite you to participate in Local Canadian Foods (LCF) at www.localcanadianfood.com

What's in it for you?

Consumers told us that they love to buy and use local food but found it difficult to find local food producers. Local Canadian Food was launched to link consumers with local food producers and vendors. In other words, we work to help consumers, chefs, restaurants, and vendors find you, the local food producer, so they can buy your products.

Aren't there websites already out there?

A review of the existing internet local food resources revealed some serious problems including websites that were either restrictive (e.g., they only accepted organic local food producers), hard to find, or were simply poorly done. The last thing you need is to waste your time with resources that don't help put consumers and producers together easily and quickly. At **Local Canadian Food** we do.

Please go to www.localcanadianfood.com and register your business and upload all the information about you and your business. Check out the sample listing on the front page.

What makes LCF better?

Consumers want to make a connection with you and websites that simply list your name and address do not make that emotional connection so important in forming the trusting relationship needed between producers and consumers. Consumers need to find out about you, your products, and your process. At **Local Canadian Food** we make that happen for you. Consumers who look you up will find information about you and your products including information about:

- You the producer or your company
- Your products
- The process you use to make your products
- A listing of how to reach you including your contact information and notification if you wish to have your production facility visited
- A interactive Google map of your location
- A listing of the vendors that carry your products
- Six photographs of you, your production facility, or your products.

You enter what you want to enter about your products. Total control is in your hands.

As this is the launch of this new service we are inviting you to list your business on the LCF website **free**. That's right: a free listing for a full year! Afterwards, if you are happy, you can continue to list on our site for only \$59 per year. No tricks, no hidden fees. Since that translates into 16¢ per day we think it is very reasonable for the quality of service you will receive. We

know that small business owners need to manage their expenses. We know because we have been small business operators ourselves.

Check us out! Please go to www.localcanadianfood.com register your business. Tell your friends.

Call us if you have any questions.

Bob Acton

Bob Acton
Local Canadian Food
347 Sierra Morena Pl SW
Calgary, AB T3H 2X3
P 403-862-7247
F 403-475-3750
www.localcanadianfood.com