Veggie Promotions, Talking Points & Marketing Cheat Sheet

*Copy any of the phrases below and use on your marketing platforms (social media, blog, printed materials or email) to keep the conversation going about #paveggies all year long. Remember to use your farm’s own hashtags, and don’t be afraid to create or link up with new ones like #tomatolove, #eatlocal, or #sweetcornbliss.*

**General Facts & Messaging**

* Celebrate PA Produce Month this August by shopping local #paveggies. LIKE and FOLLOW our page for the latest on fun events and specials.
* Did you know that agriculture is Pennsylvania’s largest industry? Pennsylvania produce is not transported thousands of miles in fossil fuel guzzling trucks; #paveggies are grown by nearby family farmers in a state that is home to more than 1,000 farm markets and community farmers’ markets.
* Pennsylvania’s 3,950 vegetable growers plant 49,400 acres of vegetables, and produce more than 280,000 tons of #paveggies including sweet corn, potatoes, snap beans, tomatoes, peppers, cabbage, cantaloupes, watermelon, zucchini and other squash, lima beans, lettuce, beets, carrots, onions and fresh herbs.
* Tomatoes cover more than 2,500 PA acres of fresh-to-market tomatoes plus about 1,000 acres of processing tomatoes. #paveggies
* Sweet corn is PA’s largest vegetable crop with approx 10,300 acres per year - that’s over 7,800 football fields! PA ranks 7th in the US.
* In-season, local #paveggies are fresher and more nutritious. Shop local. It’s where healthy meets delicious.
* Farmers’ markets, farm stands, and CSAs provide direct sales to customers, providing you with the flavors and nutrients you’ve been missing from those travel weary grocery store veggies.

**Top Chefs & Tips**

* Summer grilling is a great opportunity to think outside the bun! PA is [overflowing with](http://www.paveggies.org/category/search-by-zip-code/) farmers markets, CSAs, and farm stands, so you can stock up on locally grown grill-ready #paveggies to please any palate and serve any crowd.
* Par-cooking certain #paveggies and then finishing them on the grill can save time. Try this with firm, dense or starchy veggies like potatoes, carrots and corn.
* Corn is versatile. Try it in soups, ragouts, stews and salads. It goes with lots of flavors and gives great flavor, color and texture.
* The easiest way to make tomato sauce is to roast the tomatoes and the rest of the ingredients. This adds a savory flavor, plus there’s no stovetop hassle—just puree and freeze.
* Get out to a local farmstead or farmers’ market. You’ll find the freshest, locally grown melons, tomatoes, corn and more. There’s nothing like true sun-ripened produce at the height of the season.
* #Paveggies are so versatile and can be enjoyed all kinds of ways. The tomato alone can be stuffed, baked, boiled, stewed, pickled, and fried, and are the base for many sauces.
* **Promo Example:** Offers chefs/restaurants a discount on produce if they share your FB page on theirs or include your farm flyer with their patrons menu or tab.

**Giving Back**

* When you purchase local products, $48 of every $100 spent stays in your local economy.
* Money spent at a local business generates 3.5 times more wealth for the local economy than money spent at a chain-owned business.
* Farmers who sell locally create 13 full time jobs per $1 million in revenue earned. That’s 4.3 times more jobs than those that do not sell locally.
* Eating locally grown produce is a significant way to do something good for the environment.
* It’s time to support your friends, neighbors, and yourself! Let’s create a stronger, healthier Pennsylvania by keeping our money in-state. Buy #paveggies!
* Small businesses and farms are your neighborhood’s heartbeat, your economy’s spine, and your town’s spirit. Shop local!
* If you want to see positive growth in your community, vote with your dollar by purchasing from local farms.
* During the coldest days of winter, your family will surely thank you when you open up your homemade canned tomato sauce and take your blanched zucchini out of the freezer, adding that hint of zesty summer to any meal.
* From beefsteaks to cherries, bountiful varieties of tomatoes have been grown in the Pennsylvania region for years—some more than 200 years—and their taste has yet to be surpassed.
* **Promo Example:** Set up a “matching donation” space at your farm or market stand where you contribute produce every time a customer buys something to add toward donations.

**Juice & Smoothies**

* Most Americans (90%) do not eat the US daily recommended amount of fresh fruits and veggies. Juicing can help a person meet the daily recommendation in one drink.
* Health experts recommend that the average American chooses a variety of vegetables each day to get a good mix of vitamins and minerals. Smoothies and juice are a delicious and efficient way to get many vegetables into one serving.
* Go with your gut! Soluble fiber remains in juice even thought pulp is removed. It absorbs water in the intestines, acting as probiotic to support healthy bacteria in the gut.
* Green juice is rich in chlorophyll, which helps the body detoxify and circulate oxygen. It also balances the body’s pH by reducing acidity. Low-grade acidosis can zap energy and contribute to many health problems, such as kidney stones. Ouch!
* Beet greens, parsley, spinach, and watercress yield very rich and thick juices. They are very strong flavored and taste best when combined with other fruits and vegetables. For example, green vegetable juice mixed with carrot juice procures a sweeter vegetable flavor, so you can sip and savor instead of chugging
* Juicing removes fiber from fruit and veggies, causing the body to absorb fructose sugar from fruit juice more easily, which can upset blood sugar levels. So many health pros encourage people to drink more veggie juices and to limit fruit juice to a glass a day.
* Summer head cold? Drink it away. Juiced broccoli can help boost a person’s immune system. Broccoli is high in vitamin C, which increases the production of infection-fighting white blood cells. Adding garlic, which contains sulfur-based compounds, also has a powerful immune boosting quality.
* Long live the pulp! Leftover pulp from juicing can be put back into the juice or used in cooking, such as muffins or broth.
* **Promo Example:** Pre-package items that go great together for sale as a “power smoothie combo.”

**Kids Love Veggies**

* Bring your kids (or nephews/nieces/grandkids) with you to the market, farmstand, or to pick up a CSA box. They’ll make memories and learn along the way.
* Prep your #paveggies with the kids! There’s nothing like a little muddy water and veggie scrubber to get them excited about chomping on a carrot.
* Try keeping a cooler in the car stocked with raw #paveggies ready for snacking and other healthy munchies. This will help eliminate fast food and encourage development of healthy habits.
* Use one day a week in the summer to plan freezer meals for the winter. A hearty chili, veggie “meat”-loaf, and soup made with #paveggies, will get gobbled up by your kids when colder seasons arrive.
* Experiment with dips, like a healthy ranch or zesty italian, to get your kids eating more raw #paveggies.
* If your children become involved in choosing or preparing meals, they'll be more interested in eating what they've created. Take them to your local market or farm stand, and ask them to choose the #paveggies, then let them mix their selections into an appropriate dish.
* Be the veggie-eating mentor! Like it or not, your kids will learn to mimic your behavior. Adding more #paveggies to your diet is a win-win way to get the whole family healthy.
* Find balance so your children understand that the occasional movie popcorn or ball park ice cream are okay, as long as they’re getting a hefty serving of #paveggies in their regular diet, too!
* Butter it up - grassy style! Saute nutrient-rich stronger flavored #paveggies, like kale or broccoli, in a grass-fed butter for a treat that every age group will enjoy.
* Prepare a healthy snack plate to be set out right when the kids get home from school so they don’t even have a chance to ask for anything else. This is usually when they’re hungriest, too, so they’re more likely to dig into the first item they see.
* Create a vegetable celebration! When we turn healthy meals into festive events, kids will develop a positive association and excitement for #paveggies.
* Serve a sneaky homemade soup with stock made from a combination of #paveggies like parsnips, turnips, carrots, cauliflower, onion, and celery. By straining the stock, kids won’t see the vegetables but they’ll still be getting the nutrients!
* **Promo Example:** Ask customers to have their kids pick out their top 3 favorite veggies from your stand to buy, then throw in a fourth one free.

**Veggie Lifestyle is for Everyone**

* Did you eat your #paveggies today? You should eat between 2 and 2.5 cups of vegetables each day.
* Eating more vegetables makes a difference to your health. It can reduce your risk for stroke, heart disease, cancer, and type 2 diabetes.
* Need to up your iron? Add more dark green vegetables to your diet, which serve as a great source for this and other essential vitamins.
* Vegetables are great when you’re eating on a budget, ringing in with a price tag lower than many other whole foods.
* Always on the run? Almost all vegetables can be consumed raw or with little preparation. Making them the perfect meal or snack for your on-the-go lifestyle.
* Your veggies need an international experience. Make the most of the versatility that vegetables have to offer by experimenting with spices and international recipes.
* Get a jumpstart on your daily #paveggies intake by eating a frittata for breakfast. Mix in your favorite meat with loads of complementary vegetables and enjoy! These can be made on Sunday and eaten all week or even frozen for a quick and healthy, reheat breakfast.
* Love pasta? Who doesn’t?! Use a spiralizer or a julienne tool to mix things up and create zucchini, squash, asparagus, or cucumber noodles and skip the carbs altogether. You could also roast a spaghetti squash and add chopped #paveggies to the sauce for an extra dose of nutrients.
* Wrap it up! Lettuce, especially a sweet summer bibb, acts as an awesome stand-in for bread and tortilla wraps. For tougher greens like collards, kale, or chard, it’s best to blanch the greens and pat dry before wrapping.
* Get your french fry fix with an extra dose of veggies. Zucchini, avocado, carrots, or green beans, can all be sliced, lightly bread, and baked until crispy. Serve with a chipotle aioli for delightful dipping!
* **Promo Example:** Offer specials on combos of veggies that are easy to grill, and hand out recipes to customers that buy them.

**Other Sample Promotions and Product Specials**

* Highlight or promote one product. The versatile tomato - buy in bulk for fresh eating in salads, sandwiches, salsa or for canning sauces. Buy 5lbs and get an additional 1lb FREE or $3 OFF when you buy 6lbs! Or showcase your sweet corn with recipes for suggested preparations, then create a corn dish photo contest on your Facebook page. Winner gets a free dozen!
* Prepare mixed veggie combos relating to certain meals, “Stir fry fresco” or “roots for soups” pre-packaged and ready for the grab-and-go shopper.
* Mix and match bunched greens, Buy 3, get a 4th FREE.
* Salad topper deal, Buy 4 of any combo, get a 5th FREE: cucumber, onion, bell pepper, tomato, carrot, radish, broccoli. (lesser value item is free)
* Encourage ongoing connections: Get a free head of lettuce when you join our email list!
* Choose a product that isn’t your biggest seller and incentivize buying by offering a free highly popular item that you have a surplus of. “Buy three bunches of edamame and we’ll throw in a free bulb of garlic!”
* Offer deals on bulk canning produce. Can ‘em while they’re plentiful! Bulk string beans 10% off for 5-9lbs, 15% off for 10-29lbs, 25% off for 30lbs or more; and tomatoes 10% off for 10-19lbs, 15% off for 20-49lbs, 25% off for 50lbs or more.
* Encourage customers to “share” your Facebook post on their own page for a free pint of potatoes or head of lettuce - or just $1 credit at your farm or market stand.