

THE GREAT VERMONT PICNIC

AUGUST 2020

#VERMONTPICNIC

#VFNEATS



CELEBRATE LOCAL FOOD & FARMS

OFFER TAKEOUT & VT PRODUCTS TO-GO

LET'S HAVE A PICNIC!



This August, we invite Vermonters across the state to celebrate the farmer-chef connection with a picnic. All month long we'll promote the Vermont Fresh Network's *Great Vermont Picnic*. Folks can order takeout from their favorite local restaurants, markets, and/or other participating members, then find a spot in a park, along a lake, on a farm open to the public, or their own backyard to enjoy with friends and family. No picnic is complete without a local beverage, cheese, and other choice VT products! Anyone can take part, by offering your normal fare or a special picnic takeout item.

We are the Vermont Fresh Network. Let's showcase Vermont partnerships, promote restaurants and producers, and celebrate local businesses. It's easy for you (and customers) to participate.

Ways to Participate:

- Already offering to-go items or takeout on your regular menu? Just keep it up - no need to do anything different.
- Offer a special picnic box, tasting or charcuterie board, basket packed with local goodies - whatever makes sense for your establishment. We'd love to have restaurants, markets, co-ops, farm stands, vineyards, and more participate.
- Partner with or feature a local producer (meat, veggies, beer, wine, cider, cheese, maple, etc.). This is about celebrating our state's bounty, after all!
- Have a picnic option every day in August, only on weekends, or whenever works for you.

Promotional Support:

If you are interested in participating, email us at info@vermontfresh.net. We'll add you to "The Great Vermont Picnic" list on our website and include you in our press release. We will send you promotional materials for your use and provide promotion through all our channels. The public is invited to share their #vermontpicnic photos on Instagram to be entered into a ticket giveaway to our 25th Annual Forum in 2021.

Celebrate our Network!

This month-long picnic event is our creative alternative to what would have been our 24th Annual Forum Dinner, a beloved event that features our members and local food partnerships.

Next year will be our 25th anniversary and we look forward to celebrating with you all. Until then, let's have a picnic!