



On a recent visit to Local's food hub and pizza pub, I was able to talk with Birch Bragg about dairy products and how to market your product to buyers such as Local's.

Tip #1: Reach out! If you have a product that you are proud of and ready to reach a new market, send Birch an email and let him know you are interested in working with him. He is always looking for new and exciting products to feature in their food hub.

Tip #2: Distribution can be an issue that keeps producers from selling their product in stores like Locals. Working with buyers like Birch and starting collaborations with other producers to help distribute your product can go a long way and reach a farther market.

Tip #3: Be excited about your product! If your product is the best on the market, promote that. Make buyers and consumers know that you have the best of the best and you can't find anything else like it!

Tip #4: Come and visit them. Birch loves talking all things local and is one of the biggest advocates for Kentucky Proud and Kentucky products. Everything sold in store and sold in the restaurant is 100% grown or made in Kentucky! Come hungry because the food is amazing!



MarketReady™



<https://localsfoodhub.com/>



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