

SUPPORT YOUR LOCALS

In collaboration with:



AN INITIATIVE OF THE KINGDOM OF THE NETHERLANDS

OUR STORY

The streets are quiet. The restaurants are empty. The terraces stacked against the facade. And for the farmer who supplied the potatoes for your home or favorite restaurant; for the brewer who made the delicious beer for your bar; and for all those other local companies that made your favorite food, the likelihood to go out of business, has now become a serious threat.

Time to stand up for our local producers as one country, and buy our produce directly at the local store, farm or grower. In this way, we can enjoy their products. And we can help these indispensable locals through the crisis.

In the Netherlands this movement is a huge success; now, in collaboration with Orange Corners we want to see the movement take shape internationally. Let's support your locals worldwide!

Help big, buy locally.

#SUPPORTYOURLOCALS



#SUPPORTYOURLOCALS NL

CLICK HERE TO WATCH THE DUTCH COMMERCIAL

HOW DOES IT WORK?

Support Your Locals is a movement that everyone can participate in.

Local entrepreneurs and food producers can, under the banner #supportyourlocals[COUNTRY] and on the online platform sell their beautiful products.

Consumers are encouraged to buy locally as much as possible and to share this with their own network under the #supportyourlocals[COUNTRY]. The campaign acts like a movement and is open, inclusive and positive.

Short and long term

The campaign was created to support local entrepreneurs during the corona crisis, but aims to stimulate the demand for local food in the coming years.

**HOW DOES IT
WORK?**

AS A CONSUMER

Help big, buy locally! With the challenges for the local producers, food and restaurant industry, they are now in heavy weather. Which is terrible because they make incredibly tasty products that we can enjoy. Unite with neighbors and other residents in your area and see what is offered around you via [#supportyourlocals\[COUNTRY\]](#).



AS A LOCAL ENTREPRENEUR

Offer your delicious products under the banner #supportyourlocals[COUNTRY] or compose a food package with other entrepreneurs. In this way, we increase the range and visibility of local products for people at home.



AS AN AMBASSADOR

Everyone can be an ambassador for this campaign! Share the messages, make your neighbors and family enthusiastic, or your colleagues who are working at home. Share the promotions near you via [#supportyourlocals\[COUNTRY\]](#).



THE CAMPAIGN AND ITS RESULTS

RESULTS

The campaign started in the Netherlands on Monday, March 16, 2020.

Since then, the following results were achieved:

- 30 short chain initiatives arise under the umbrella of #supportyourlocalsNL *
- In Amsterdam, approximately 1000 packages were sold and 250 packages were donated to the Red Cross and the Food Bank in collaboration with Rabobank Amsterdam and in Utrecht 500 packages are sold
- The #supportyourlocalsNL has been used more than 500 times
- 8 media publications in Het Parool, De Volkskrant and others
- 2 TV performances, including national television
- Developed collaborations with partners such as Taskforce Korte Ketens and the DOEN Foundation

* including Delft, Haarlem, Huizen, Rotterdam, Meierijstad, Hillegom, Den Bosch

[\(click here to see the complete list\)](#)

ABOUT THE CAMPAIGN

Support Your Locals is a national campaign aimed at local support of entrepreneurs and food producers in the Netherlands. The campaign is an initiative of campaign agency Food Cabinet and is supported by a growing network of local entrepreneurs and food producers throughout the Netherlands. The campaign is supported by Taskforce Korte Ketens (Taskforce Short Chains). The Taskforce consists of a large number of partners who contribute financially both to the campaign and to the upscaling of short chain efforts in the Netherlands. Partners are Rabobank Netherlands, Ministry of Agriculture, Nature and Food Quality, a number of provinces and the DOEN Foundation.

TOOLKIT

If entrepreneurs are interested in this initiative, please let us know and we can make a toolkit available.

Lessons learnt #supportyourlocalsNL:

Make yourself heard:

reach out to local, regional and national newsmedia and share your initiatives and stories on social media.

Share your knowledge:

i.e. about packaging, distribution and communication with other initiatives: the bigger the movement the better the visibility to potential customers for all entrepreneurs involved.

Work together:

for example through offering a box containing several products of different producers and reduce the costs of distribution.



[CLICK HERE TO VIEW THE DUTCH TOOLKIT](#)

**SUPPORT
YOUR LOCALS**