



Consumer Messaging Framework

Messaging Recommendations to
Increase Local Food Purchases



PREPARED FOR

Sustainable Solano

PREPARED BY

Protective Marketing LLC



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RECOMMENDATION 1

Communicate the Value of Buying Local

Gen Z

CONSUMER BARRIER

Many Gen Z consumers assume buying local food is too expensive or not worth the extra effort.

CONSUMER INSIGHT

Gen Z wants to make smart purchasing decisions while supporting brands and organizations that align with their values, including sustainability, health, and community.

COMMUNICATION GOAL

Position local food as an affordable, sustainable, and meaningful purchasing decision that fits Gen Z's lifestyle.

THEME

Smart Choices

MOOD / TONE

Optimistic, Authentic, Empowering, Modern, Relatable

KEYWORDS

Affordable, Fresh, Seasonal, Local, Healthy, Community, Sustainable, Value, Smart, Real

MESSAGING IDEAS

Reposition local food as a smart investment rather than an expensive purchase. Focus on affordability, seasonal value, freshness, supporting local farmers, and making a positive community impact.

SUGGESTED HEADLINES / PHRASES

- Compare Before You Assume. • Fresh Food. Smart Choices. • Buy Local. Eat Better.
- Every Purchase Makes a Difference. • Your Dollars Stay Local. • Smart Food Starts Local.

CALL TO ACTION

Try a CSA box this week and discover the value of buying local.

TRUSTED MESSENGERS

- Young Farmers • Students • Student Organizations • Young Professionals • Social Media Influencers
- Local Chefs • Nutrition Influencers • Environmental Organizations • Solano Community College

RECOMMENDED COMMUNICATION CHANNELS

- TikTok • Instagram • YouTube Shorts • Campus Events • QR Codes • Digital Advertising
- Website • Email • Farmers Markets

RECOMMENDATION 1

Communicate the Value of Buying Local

Cost-Conscious Adults

CONSUMER BARRIER	Many consumers believe local food costs significantly more than grocery stores and assume it does not fit within their household budget.
CONSUMER INSIGHT	Cost-conscious adults want to stretch their grocery budget while providing healthy, high-quality food for themselves and their families.
COMMUNICATION GOAL	Demonstrate that buying local can provide excellent value while supporting local farmers, strengthening the local economy, and reducing food waste.
THEME	Value Beyond Price
MOOD / TONE	Helpful, Practical, Trustworthy, Family-Oriented, Encouraging
KEYWORDS	Budget, Fresh, Seasonal, Family, Affordable, Community, Healthy, Quality, Value, Local
MESSAGING IDEAS	Use real-world comparisons, such as CSA boxes versus grocery store prices, to demonstrate that buying local can be a smart financial decision. Reinforce that value includes freshness, quality, supporting local farmers, and keeping money within the local economy.
SUGGESTED HEADLINES / PHRASES	Every Dollar Grows Here. / Buy What's In Season. / Fresh Starts Here. / Feed Your Family While Supporting Local. / Compare Before You Assume. / Local Value. Local Impact.
CALL TO ACTION	Compare a CSA box to your weekly grocery bill and experience the value of buying local.
TRUSTED MESSENGERS	Farmers; Parents; Nutritionists; Doctors; Local Chefs; Mayors; City Council Members; County Supervisors; Agricultural Commissioner; Chambers of Commerce; Community Organizations; Libraries; Faith Leaders; Local Businesses; Sustainable Solano
RECOMMENDED COMMUNICATION CHANNELS	Facebook; Website; Email Newsletter; Community Events; Farmers Markets; Cooking Demonstrations; Libraries; City Newsletters; Community Workshops

RECOMMENDATION 2

Increase Awareness of Local Food

Gen Z

CONSUMER BARRIER

Many Gen Z consumers are unfamiliar with what “local food” means, where to find it, and why purchasing local makes a difference.

CONSUMER INSIGHT

Gen Z enjoys discovering new experiences and brands but wants to understand the purpose and impact behind their purchasing decisions.

COMMUNICATION GOAL

Increase awareness of local food by educating Gen Z on what “local” means and how buying local positively impacts their health, community, and environment.

THEME

Know Your Grow

MOOD / TONE

Curious, Educational, Authentic, Inspiring, Interactive

KEYWORDS

Local, Fresh, Community, Discover, Farm, Seasonal, Sustainability, Food Miles, Solano, Real

MESSAGING IDEAS

Introduce local food in a way that is simple, visual, and relatable. Focus on helping Gen Z discover where their food comes from and why supporting local agriculture benefits their community.

SUGGESTED HEADLINES / PHRASES

• Know Your Grow. • Discover What’s Growing Nearby. • Your Food Has a Story.
• Grown Close. Shared Local. • Meet the Farms Behind Your Food. • Fresh Starts Close to Home.

CALL TO ACTION

Visit a local farm, farmers market, or explore what’s growing near you this week.

TRUSTED MESSENGERS

• Young Farmers • Students • Teachers • Local Influencers • Environmental Organizations
• Sustainable Solano • Solano Community College • Local Chefs

RECOMMENDED COMMUNICATION CHANNELS

• Instagram • TikTok • YouTube Shorts • School Events • Campus Outreach • QR Codes
• Interactive Website • Email • Digital Ads

RECOMMENDATION 2

Increase Awareness of Local Food

Cost-Conscious Adults

CONSUMER BARRIER

Many consumers assume local food is more expensive and out of reach for their household budget.

CONSUMER INSIGHT

These consumers want to support local but need proof that it fits their budget. They're open to practical value, savings tips, and side-by-side price comparisons.

COMMUNICATION GOAL

Reframe local food as affordable and accessible, showing real-world examples of how it aligns with a tight budget.

THEME

Smart Value, Close to Home

MOOD / TONE

Practical, Reassuring, Honest, Supportive, Down-to-Earth

KEYWORDS

Affordable, Fresh, Healthy, Value, Savings, Seasonal, Family, Budget, Quality, Local

MESSAGING IDEAS

Highlight seasonal price advantages, feature family meal planning with local ingredients, share small comparisons (portion and spoilage), and spotlight farm stands and mobile options that save money.

SUGGESTED HEADLINES / PHRASES

- Local Doesn't Mean Luxury. • Fresher. Closer. Surprisingly Affordable.
- Feed Your Family Local for Less. • Shop the Markets. Skip the Store.
- Good Food Closer to Home.

CALL TO ACTION

Visit a local farmers market or explore nearby farms to discover locally grown food.

TRUSTED MESSENGERS

Budget-Savvy Parents, Local Shoppers, WIC/CalFresh Educators, Community Health Workers, School Nutrition Staff, Faith Leaders, Neighborhood Associations

RECOMMENDED COMMUNICATION CHANNELS

Facebook, Nextdoor, Community Newsletter, Grocery Store Flyers, School Newsletters, Local Radio, Farmers Markets Signage, Library Bulletin Boards

RECOMMENDATION 3

Make Local Food Easy to Find

Gen Z

CONSUMER BARRIER

Many Gen Z consumers do not know where to find local food or assume purchasing local is inconvenient compared to traditional grocery shopping.

CONSUMER INSIGHT

Gen Z expects quick, convenient access to information and prefers simple digital tools that help them discover new places and experiences.

COMMUNICATION GOAL

Make buying local feel easy, convenient, and accessible by showing Gen Z where to find local farms, farm stands, CSAs, and farmers markets.

THEME

Closer Than You Think

MOOD / TONE

Convenient, Modern, Helpful, Discoverable, Interactive

KEYWORDS

Nearby, Local, Fresh, Explore, Discover, Convenient, Community, Seasonal, Maps, Farms

MESSAGING IDEAS

Position local food as something that is already part of their community and easier to access than they realize. Use interactive maps, QR codes, and digital resources to reduce the effort required to find local food.

SUGGESTED HEADLINES / PHRASES

Closer Than You Think. - Fresh Around the Corner. - Find Local. Eat Local.
Discover What's Growing Near You. - Your Next Meal Starts Here. - Explore Local Farms.

CALL TO ACTION

Use the local food map to discover a nearby farm, farmers market, or CSA this week.

TRUSTED MESSENGERS

Students; Young Farmers; Social Media Influencers; Local Chefs; Sustainable Solano; Solano Community College; Community Organizations; Environmental Organizations

RECOMMENDED COMMUNICATION CHANNELS

Instagram; TikTok; Interactive Website; Google Maps; QR Codes; Campus Events; Email; Digital Advertising

RECOMMENDATION 3

Make Local Food Easy to Find

Cost-Conscious Adults

CONSUMER BARRIER

Many consumers are unaware of where local food is sold or assume it is difficult to access compared to grocery stores.

CONSUMER INSIGHT

Busy adults value convenience and want clear, reliable information that helps them make informed purchasing decisions without adding extra time to their routine.

COMMUNICATION GOAL

Increase awareness of where local food is available and make purchasing local feel simple, convenient, and practical.

THEME

Find Local. Eat Local.

MOOD / TONE

Helpful, Practical, Informative, Trustworthy, Convenient

KEYWORDS

Nearby, Local, Fresh, Seasonal, Community, Convenience, Family, Farms, Markets, Directory

MESSAGING IDEAS

Promote local food resources that simplify shopping decisions, including farm directories, seasonal guides, interactive maps, and farmers market information. Emphasize that buying local can easily become part of everyday shopping habits.

SUGGESTED HEADLINES / PHRASES

- Find Local. Eat Local.
- Fresh Is Closer Than You Think.
- Discover Local Farms Near You.
- Your Local Harvest Starts Here.
- Support Local Without Going Far.
- Shop Local. Eat Fresh.

CALL TO ACTION

Visit a nearby farm stand or farmers market this week and discover what's growing in Solano County.

TRUSTED MESSENGERS

Farmers; Parents; Mayors; City Council Members; County Supervisors; Agricultural Commissioner; Chambers of Commerce; Community Organizations; Libraries; Local Businesses; Sustainable Solano

RECOMMENDED COMMUNICATION CHANNELS

Facebook; Community Newsletters; Website; Interactive Farm Map; City Websites; Email Campaigns; Farmers Markets; Libraries; Community Events

RECOMMENDATION 4

Build Trust Through Authentic Stories

Gen Z

CONSUMER BARRIER

Many Gen Z consumers have little personal connection to local farms or farmers and are more likely to purchase from brands they recognize and trust.

CONSUMER INSIGHT

Gen Z values authenticity, transparency, and real stories. They are more likely to support people and organizations they feel connected to rather than simply buying a product.

COMMUNICATION GOAL

Build trust by introducing the people behind local food and creating authentic connections between consumers and local farmers.

THEME

Know Your Grow

MOOD / TONE

Authentic, Personal, Transparent, Inspiring, Relatable

KEYWORDS

Farmer, Story, Community, Local, Family, Fresh, Trust, Real, Passion, Connection

MESSAGING IDEAS

Tell the stories of local farmers through short videos, interviews, and behind-the-scenes content. Help Gen Z understand who grows their food, why they farm, and how purchasing local supports real people in their own community.

SUGGESTED HEADLINES / PHRASES

- Meet the Farmer Behind Your Food. • Every Farm Has a Story. • Know Your Grow.
- Real Farmers. Real Food. • Local Faces. Local Places. • From Our Fields to Your Table.

CALL TO ACTION

Meet a local farmer, follow their story, and support their farm this season.

TRUSTED MESSENGERS

Young Farmers; Farmers; Students; Local Influencers; Local Chefs; Environmental Organizations; Sustainable Solano; Community Leaders

RECOMMENDED COMMUNICATION CHANNELS

Instagram Reels; TikTok; YouTube Shorts; Website; Farm Tours; Podcast Interviews; Farmers Markets; Community Events

RECOMMENDATION 4

Build Trust Through Authentic Stories

Cost-Conscious Adults

CONSUMER BARRIER

Many consumers have never met a local farmer and are unsure how buying local differs from purchasing produce at a grocery store.

CONSUMER INSIGHT

Adults are more likely to trust recommendations from people they know or recognize. Personal stories create credibility and strengthen confidence in purchasing decisions.

COMMUNICATION GOAL

Increase consumer confidence by highlighting the people, families, and traditions behind local farms while reinforcing the quality and reliability of local agriculture.

THEME

The Faces Behind Your Food

MOOD / TONE

Trustworthy, Personal, Community-Focused, Genuine, Welcoming

KEYWORDS

Family, Farmer, Community, Local, Tradition, Quality, Trust, Fresh, Experience, Heritage

MESSAGING IDEAS

Share farmer profiles, family farm stories, and testimonials that demonstrate the dedication, experience, and values of local producers. Emphasize that purchasing local supports neighbors, families, and future generations of agriculture.

SUGGESTED HEADLINES / PHRASES

Meet Your Local Farmer. • Every Purchase Supports a Local Family. • Your Food Has a Face. • Fresh Food Begins With Local Families. • Support the Hands That Feed Our Community. • Real Farms. Real Families.

CALL TO ACTION

Visit a farmers market, meet a local farmer, and learn the story behind your food.

TRUSTED MESSENGERS

Farmers; Parents; Local Chefs; Nutritionists; Doctors; Mayors; City Council Members; County Supervisors; Agricultural Commissioner; Chambers of Commerce; Community Organizations; Faith Leaders; Local Businesses

RECOMMENDED COMMUNICATION CHANNELS

Facebook; Community Newsletters; Website; Farmers Markets; Farm Tours; Community Events; Newspaper Features; Email Campaigns

RECOMMENDATION 5

Encourage Trial Through Sampling

Gen Z

CONSUMER BARRIER	Many Gen Z consumers have never tried locally grown food and are hesitant to purchase products they have not experienced.
CONSUMER INSIGHT	Gen Z enjoys trying new experiences and is more likely to purchase after seeing, tasting, or participating in something interactive.
COMMUNICATION GOAL	Encourage first-time purchases by creating opportunities for Gen Z to sample local food and experience its freshness and quality firsthand.
THEME	If You Try It, You'll Buy It
MOOD / TONE	Fun, Interactive, Inviting, Social, Memorable
KEYWORDS	Taste, Experience, Discover, Fresh, Local, Flavor, Sample, Community, Real, Seasonal
MESSAGING IDEAS	Use free tastings, cooking demonstrations, recipe samples, and interactive events to let Gen Z experience the quality of local food. Focus on creating memorable experiences that naturally lead to purchasing.
SUGGESTED HEADLINES / PHRASES	If You Try It, You'll Buy It. • Taste the Difference. • Fresh Never Tasted So Good. • One Bite Changes Everything. • Try Local. Love Local. • Experience Fresh.
CALL TO ACTION	Stop by, grab a sample, and discover your new favorite local food.
TRUSTED MESSENGERS	Young Farmers; Students; Local Chefs; Food Influencers; Sustainable Solano; Solano Community College; Farmers Market Vendors; Community Volunteers
RECOMMENDED COMMUNICATION CHANNELS	Farmers Markets; College Campuses; Community Festivals; Food Demonstrations; Instagram Reels; TikTok; YouTube Shorts; Pop-Up Events

RECOMMENDATION 5

Encourage Trial Through Sampling

Cost-Conscious Adults

CONSUMER BARRIER	Many consumers hesitate to spend money on unfamiliar products because they are unsure whether they will enjoy them or whether they are worth the cost.
CONSUMER INSIGHT	Adults are more willing to purchase after seeing the quality, tasting the product, or learning how to prepare it at home.
COMMUNICATION GOAL	Increase purchasing confidence by allowing consumers to experience the freshness, flavor, and value of local food before making a purchase.
THEME	Taste Before You Decide
MOOD / TONE	Welcoming, Practical, Friendly, Confident, Educational
KEYWORDS	Fresh, Flavor, Quality, Sample, Family, Healthy, Seasonal, Local, Value, Experience
MESSAGING IDEAS	Offer product samples, recipe demonstrations, cooking classes, and side-by-side taste comparisons that showcase the freshness and quality of locally grown food.
SUGGESTED HEADLINES / PHRASES	Taste the Difference. • Fresh You Can Taste. • Try Local Before You Buy. • Fresh Food Starts Here. • Experience the Flavor of Solano. • See Why Local Matters.
CALL TO ACTION	Visit a local tasting event, farmers market, or cooking demonstration and experience the difference for yourself.
TRUSTED MESSENGERS	Farmers; Local Chefs; Nutritionists; Parents; Sustainable Solano; Community Organizations; Doctors; Mayors; City Council Members; County Supervisors; Agricultural Commissioner
RECOMMENDED COMMUNICATION CHANNELS	Farmers Markets; Community Events; Cooking Classes; Grocery Store Demonstrations; Facebook; Community Newsletters; Website; Local Festivals

RECOMMENDATION 6

Position Local Food as an Everyday Choice

Gen Z	
CONSUMER BARRIER	Many Gen Z consumers view buying local as something they do occasionally rather than something that fits into their everyday lifestyle.
CONSUMER INSIGHT	Gen Z appreciates convenience and enjoys creating routines that reflect their personal values, health goals, and lifestyle choices.
COMMUNICATION GOAL	Position local food as an easy, everyday choice that naturally fits into Gen Z's routines, meals, and shopping habits.
THEME	Fresh Fits Your Life
MOOD / TONE	Modern, Relatable, Convenient, Positive, Inspirational
KEYWORDS	Lifestyle, Fresh, Easy, Healthy, Routine, Local, Everyday, Community, Seasonal, Simple
MESSAGING IDEAS	Show that buying local doesn't require changing your lifestyle—it simply means making one better choice during your normal grocery shopping. Highlight quick meals, simple recipes, and easy ways to incorporate local food into everyday life.
SUGGESTED HEADLINES / PHRASES	• Fresh Fits Your Life. • Local Is Part of the Routine. • Eat Fresh. Live Local. • Everyday Choices. Local Impact. • One Better Choice Starts Here. • Make Local Your New Normal.
CALL TO ACTION	Replace one grocery item this week with a locally grown product.
TRUSTED MESSENGERS	Students; Young Professionals; Young Farmers; Local Chefs; Nutrition Influencers; Lifestyle Influencers; Sustainable Solano; Solano Community College
RECOMMENDED COMMUNICATION CHANNELS	Instagram; TikTok; YouTube Shorts; Recipe Videos; Website; QR Codes; Campus Events; Email

RECOMMENDATION 6

Position Local Food as an Everyday Choice

Cost-Conscious Adults

CONSUMER BARRIER	Many consumers believe buying local requires extra time, planning, or changes to their normal shopping routine.
CONSUMER INSIGHT	Busy adults want healthy, affordable food options that are simple to incorporate into their weekly grocery shopping without adding complexity.
COMMUNICATION GOAL	Demonstrate that buying local is a practical, convenient choice that easily fits into everyday family meals and shopping habits.
THEME	Local Made Simple
MOOD / TONE	Helpful, Practical, Encouraging, Family-Oriented, Convenient
KEYWORDS	Convenient, Family, Healthy, Fresh, Local, Simple, Routine, Seasonal, Value, Easy
MESSAGING IDEAS	Promote local food as an easy substitute for items already on a shopping list. Share weekly meal ideas, seasonal produce guides, and practical tips that help families include local food in their everyday routines.
SUGGESTED HEADLINES / PHRASES	• Local Made Simple. • Fresh Food. Every Week. • One Meal. One Local Choice. • Healthy Habits Start Local. • Make Local Part of Your Routine. • Fresh Choices for Busy Families.
CALL TO ACTION	Choose one locally grown product during your next grocery trip and make it part of your weekly meal plan.
TRUSTED MESSENGERS	Parents; Farmers; Local Chefs; Nutritionists; Doctors; Mayors; City Council Members; County Supervisors; Agricultural Commissioner; Chambers of Commerce; Community Organizations; Sustainable Solano
RECOMMENDED COMMUNICATION CHANNELS	Facebook; Email Newsletters; Website; Farmers Markets; Grocery Partnerships; Community Events; Cooking Demonstrations; Seasonal Produce Guides

RECOMMENDATION 7

Connect Purchases to Community Impact

Gen Z

CONSUMER BARRIER	Many Gen Z consumers do not realize how purchasing local food directly benefits their community or how their individual choices create meaningful impact.
CONSUMER INSIGHT	Gen Z wants their purchases to reflect their values and contribute to positive social and environmental change.
COMMUNICATION GOAL	Demonstrate that buying local food is an easy way to support local farmers, strengthen the community, and make a positive impact with everyday purchasing decisions.
THEME	Support Where You Live
MOOD / TONE	Purpose-Driven, Inspiring, Community-Focused, Positive, Empowering
KEYWORDS	Community, Impact, Local, Support, Farmers, Sustainability, Future, Solano, Together, Change
MESSAGING IDEAS	Show how purchasing local food supports real families, keeps money in the local economy, reduces food miles, and strengthens Solano County. Emphasize that even small purchasing decisions can make a meaningful difference.
SUGGESTED HEADLINES / PHRASES	• Support Where You Live. • Your Purchase Makes a Difference. • Small Choices. Big Impact. • Buy Local. Build Community. • Eat Local. Grow Together. • Every Dollar Strengthens Solano.
CALL TO ACTION	Choose one local product this week and help support a Solano County farmer.
TRUSTED MESSENGERS	Young Farmers; Students; Community Leaders; Environmental Organizations; Sustainable Solano; Local Influencers; Local Chefs; County Youth Programs
RECOMMENDED COMMUNICATION CHANNELS	Instagram; TikTok; YouTube Shorts; Campus Events; Community Events; Website; QR Codes; Storytelling Videos

RECOMMENDATION 7

Connect Purchases to Community Impact

Cost-Conscious Adults

CONSUMER BARRIER	Many consumers are unaware that purchasing local food supports local businesses, strengthens the economy, and benefits families throughout the community.
CONSUMER INSIGHT	Adults appreciate knowing their spending has a positive impact, especially when it supports local jobs, businesses, and future generations.
COMMUNICATION GOAL	Demonstrate that buying local is an investment in Solano County's economy, farmers, and community while still providing value for consumers.
THEME	Invest in Your Community
MOOD / TONE	Community-Focused, Trustworthy, Positive, Practical, Encouraging
KEYWORDS	Community, Local Economy, Family, Farmers, Investment, Support, Solano, Jobs, Fresh, Value
MESSAGING IDEAS	Explain how buying local helps keep money circulating within Solano County, supports family farms, creates jobs, and strengthens local businesses. Reinforce that every purchase contributes to a healthier local economy.
SUGGESTED HEADLINES / PHRASES	• Invest in Your Community. • Every Dollar Stays Local. • Support Local Farms. Strengthen Local Families. • Buy Local. Build Solano. • Fresh Food. Strong Communities. • Together We Grow.
CALL TO ACTION	Support a local farm or farmers market this week and invest in your community.
TRUSTED MESSENGERS	Farmers; Parents; Mayors; City Council Members; County Supervisors; Agricultural Commissioner; Chambers of Commerce; Economic Development Organizations; Community Organizations; Local Business Owners; Faith Leaders; Sustainable Solano
RECOMMENDED COMMUNICATION CHANNELS	Facebook; Community Newsletters; City Websites; Local Newspapers; Community Events; Farmers Markets; Email Campaigns; Chamber Newsletters

RECOMMENDATION 8

Position Local Food as the Freshest Choice

Gen Z

CONSUMER BARRIER	Many Gen Z consumers do not recognize the difference in freshness, quality, and nutritional value between locally grown food and products shipped from outside the region.
CONSUMER INSIGHT	Gen Z is increasingly interested in healthy living, fitness, wellness, and making food choices that support both their personal health and the environment.
COMMUNICATION GOAL	Position locally grown food as the freshest, healthiest, and highest-quality option available while reinforcing the connection between local food and healthy living.
THEME	Fresh Starts Here
MOOD / TONE	Healthy, Energetic, Positive, Fresh, Inspirational
KEYWORDS	Fresh, Healthy, Local, Seasonal, Wellness, Natural, Harvest, Flavor, Nutrition, Quality
MESSAGING IDEAS	Emphasize that locally grown food is harvested closer to home, reaches consumers faster, and provides exceptional freshness and flavor. Connect eating local with an active, healthy lifestyle.
SUGGESTED HEADLINES / PHRASES	- Fresh Starts Here. - Eat Fresh. Live Well. - Fuel Your Body with Local. - Better Food Begins Close to Home. - Fresh Is Always in Season. - Taste the Difference Fresh Makes.
CALL TO ACTION	Choose one fresh, locally grown fruit or vegetable during your next shopping trip.
TRUSTED MESSENGERS	Nutrition Influencers; Young Farmers; Local Chefs; Fitness Coaches; Students; Sustainable Solano; Dietitians; Environmental Organizations
RECOMMENDED COMMUNICATION CHANNELS	Instagram; TikTok; YouTube Shorts; Recipe Videos; Wellness Events; Campus Events; Website; QR Codes

RECOMMENDATION 8

Position Local Food as the Freshest Choice

Cost-Conscious Adults

CONSUMER BARRIER	Many consumers focus primarily on price and are unaware that locally grown food often provides better freshness, flavor, and quality.
CONSUMER INSIGHT	Families want nutritious, high-quality food that supports healthy lifestyles without sacrificing value.
COMMUNICATION GOAL	Demonstrate that buying local offers superior freshness and quality while providing long-term value for individuals and families.
THEME	Fresh Food. Better Living.
MOOD / TONE	Healthy, Trustworthy, Practical, Family-Oriented, Encouraging
KEYWORDS	Fresh, Quality, Family, Healthy, Seasonal, Local, Flavor, Nutrition, Harvest, Value
MESSAGING IDEAS	Show how locally grown food is fresher because it travels fewer miles and is harvested closer to peak ripeness. Reinforce that fresh food supports healthier families and better meals.
SUGGESTED HEADLINES / PHRASES	• Fresh Food. Better Living. • Taste Fresh. Eat Local. • Quality You Can Taste. • Fresh From the Farm to Your Table. • Better Ingredients Start Local. • Harvested Close. Enjoyed Fresh.
CALL TO ACTION	Add one locally grown item to your family's meal this week and experience the difference.
TRUSTED MESSENGERS	Farmers; Nutritionists; Doctors; Local Chefs; Parents; Agricultural Commissioner; Community Organizations; Sustainable Solano; Mayors; City Council Members
RECOMMENDED COMMUNICATION CHANNELS	Facebook; Community Newsletters; Cooking Demonstrations; Farmers Markets; Website; Health Fairs; Community Events; Email Campaigns

RECOMMENDATION 9

Inspire New Shopping Habits

Gen Z

CONSUMER BARRIER	Many Gen Z consumers rely on familiar grocery stores and shopping routines, making it difficult to consider local farms or farmers markets as part of their regular purchasing habits.
CONSUMER INSIGHT	Gen Z enjoys challenges, goals, rewards, and discovering new experiences. They are more likely to adopt new habits when the experience feels engaging, social, and rewarding.
COMMUNICATION GOAL	Encourage Gen Z to make buying local a regular habit by promoting small, achievable actions that fit into their existing routines.
THEME	Start Small. Shop Local.
MOOD / TONE	Motivating, Positive, Encouraging, Fun, Empowering
KEYWORDS	Habit, Routine, Local, Fresh, Challenge, Discover, Community, Weekly, Choice, Sustainable
MESSAGING IDEAS	Encourage consumers to begin with one simple change, such as purchasing one locally grown product each week. Reinforce that small choices can lead to long-term healthy habits and stronger community support.
SUGGESTED HEADLINES / PHRASES	• One Local Choice a Week. • Start Small. Shop Local. • Fresh Habits Begin Here. • Every Week Counts. • Build Better Habits. • One Better Choice Today.
CALL TO ACTION	Commit to purchasing one locally grown item every week for the next month.
TRUSTED MESSENGERS	• Students • Young Farmers • Social Media Influencers • Local Chefs • Sustainable Solano • Community Organizations • Campus Clubs • Environmental Organizations
RECOMMENDED COMMUNICATION CHANNELS	• TikTok • Instagram • Digital Challenges • QR Codes • Email • Campus Events • Farmers Markets • Website

RECOMMENDATION 9

Inspire New Shopping Habits

Cost-Conscious Adults

CONSUMER BARRIER	Many consumers have established grocery shopping routines and rarely consider local farms as part of their weekly purchasing habits.
CONSUMER INSIGHT	Adults appreciate practical, repeatable routines that simplify shopping while providing healthy, affordable food for their families.
COMMUNICATION GOAL	Encourage consumers to gradually incorporate local food into their weekly shopping routine by demonstrating that small changes are simple, affordable, and sustainable.
THEME	Make Local a Habit
MOOD / TONE	Encouraging, Practical, Consistent, Helpful, Family-Focused
KEYWORDS	Routine, Family, Fresh, Weekly, Healthy, Community, Seasonal, Local, Value, Habit
MESSAGING IDEAS	Promote simple weekly habits such as purchasing one local item during each grocery trip or visiting a farmers market once a month. Reinforce that consistent small actions create lasting benefits for families and the local community.
SUGGESTED HEADLINES / PHRASES	• Make Local a Habit. • One Local Choice Every Week. • Healthy Habits Start Local. • Small Changes. Big Impact. • Fresh Every Week. • Local Is Part of the Routine.
CALL TO ACTION	Add one locally grown product to your shopping list each week and make it part of your family's routine.
TRUSTED MESSENGERS	Parents; Farmers; Nutritionists; Doctors; Local Chefs; Mayors; City Council Members; County Supervisors; Agricultural Commissioner; Chambers of Commerce; Community Organizations; Sustainable Solano
RECOMMENDED COMMUNICATION CHANNELS	Facebook; Email Newsletters; Website; Farmers Markets; Community Events; Grocery Partnerships; Community Workshops; Seasonal Produce Guides

RECOMMENDATION 10

Build a Recognizable Local Food Brand

Gen Z

CONSUMER BARRIER	Many Gen Z consumers do not recognize a single local food brand or identity that makes buying local memorable or easy to identify.
CONSUMER INSIGHT	Gen Z connects with brands that have a clear identity, authentic purpose, and consistent messaging. They are more likely to engage with brands they recognize and feel connected to.
COMMUNICATION GOAL	Create a recognizable and memorable local food identity that encourages Gen Z to associate local farms with freshness, community, sustainability, and positive experiences.
THEME	Know Your Grow
MOOD / TONE	Authentic, Modern, Inspiring, Community-Driven, Memorable
KEYWORDS	Local, Fresh, Community, Solano, Sustainable, Authentic, Seasonal, Farm, Together, Discover
MESSAGING IDEAS	Build a consistent identity across all campaigns, events, social media, and educational materials so consumers immediately recognize local food messaging. Reinforce the values of freshness, sustainability, community, and supporting local farmers.
SUGGESTED HEADLINES / PHRASES	• Know Your Grow. • Fresh Starts Here. • Grown in Solano. • Eat Local. Live Local. • Local Food. Local Pride. • Discover the Taste of Solano.
CALL TO ACTION	Follow Sustainable Solano, explore local farms, and choose local whenever possible.
TRUSTED MESSENGERS	• Young Farmers • Students • Social Media Influencers • Local Chefs • Environmental Organizations • Sustainable Solano • Solano Community College • Community Leaders
RECOMMENDED COMMUNICATION CHANNELS	• Instagram • TikTok • YouTube Shorts • Website • Community Events • Farmers Markets • Digital Advertising • QR Codes

RECOMMENDATION 10

Build a Recognizable Local Food Brand

Cost-Conscious Adults

CONSUMER BARRIER	Many consumers are unfamiliar with a recognizable local food identity and may not immediately identify products grown within Solano County.
CONSUMER INSIGHT	Adults are more likely to purchase from brands they recognize and trust. Consistent messaging helps build confidence and long-term loyalty.
COMMUNICATION GOAL	Establish a consistent local food identity that helps consumers easily recognize, trust, and choose locally grown products throughout Solano County.
THEME	Grown Close. Shared Local.
MOOD / TONE	Trustworthy, Community-Focused, Welcoming, Consistent, Positive
KEYWORDS	Local, Fresh, Solano, Community, Family, Trusted, Seasonal, Quality, Farms, Pride
MESSAGING IDEAS	Develop consistent messaging and visual branding across all communication channels. Reinforce the benefits of buying local while helping consumers easily recognize participating farms, markets, and community partners.
SUGGESTED HEADLINES / PHRASES	• Grown Close. Shared Local. • Fresh From Solano. • Buy Local. Build Community. • Supporting Solano Starts Here. • Local Farms. Local Families. • Together We Grow.
CALL TO ACTION	Look for local food opportunities in your community and choose Solano-grown products whenever possible.
TRUSTED MESSENGERS	• Farmers • Parents • Local Chefs • Nutritionists • Doctors • Mayors • City Council Members • County Supervisors • Agricultural Commissioner • Chambers of Commerce • Community Organizations • Local Businesses • Sustainable Solano
RECOMMENDED COMMUNICATION CHANNELS	• Facebook • Community Newsletters • Website • City Websites • Farmers Markets • Community Events • Local Newspapers • Email Campaigns