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Consider This!

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Spread The Word!

Get the word out! Contact the media: Local TV stations! Bring in a local celebrity to present your cheeses! Build a cheese plate on YouTube! Use local and artisanal cheeses - it does not need to be elaborate - just enticing! This is what they are doing in Wisconsin and it is working!

You should strive to get 2 or 3 videos out there as people are hungry for information. We need to keep them engaged and drive the demand for good cheese, yogurt, local milk! These days you do not need to hire a specialist to come in and make a film. It is not that difficult to make are reasonable video clip.

Any background story that you can supply about the products that you are featuring is always a positive benefit!