

Hillsborough Farm Promotion Campaign



By David Kois
Lee Santaromita &
Pattie D'Anunciacao



Introduction



“Hillsborough Township is the premiere agricultural community in Somerset County. Agriculture continues to be a vital, active and viable industry in the Township. Farmland defines the rural history and character of the community. Farming is deeply integrated into the rural history and scenic history landscape of Hillsborough Township and greatly valued by its residents.”

*Township of Hillsborough Comprehensive
Farmland Preservation Plan 2009*

Benefits of a Farm Promotion Campaign

- Strengthens the local economy
 - Supports family farms
 - Encourages collaboration between farmers & restaurants
 - Advances farmland preservation goals
 - Enhances the local food culture & supports agritourism
 - Strengthens community identity
- Protects the environment
 - Reduces carbon footprint
- Encourages healthy living
 - Improves access to fresh local foods
 - Increases consumption of fruits & vegetables



Branding Proposal

Campaign Name:

Hillsborough Harvest

Tag Line:

Value Local Farms



Logo concept utilizing symbol in
Township Seal

Digital Navigation

Hillsborough Harvest will be featured on Experience Hillsborough at www.hillsboroughbusiness.org with a clickable icon, linking to the Hillsborough Harvest web page



Sample Icon



Sample Web Page



- Participating Farms will be placed in appropriate categories and listed in the existing HBA Business Finder Directory
- A business profile page will be created for Farms who do not currently have them and it will provide basic information and links to any thier website or social media if it exists
- In season products grown in Hillsborough will be advertised when available
- Ties in with existing initiatives such Mayor's Wellness & Sustainable Hillsborough