

Local Hero Multiple Listing Pricing – 2020



community
involved in sustaining
agriculture



Main membership type & fee		You have an additional...	
Farms, Farm Co-ops	Bronze - \$150 Silver - \$240	Additional farm stand - \$50	Additional specialty producer business - \$50
Restaurants, Cafés, Caterers	Bronze - \$200 Silver - \$240	Additional farm stand - \$50	Additional restaurant - \$140
Grocers, Retailers, Distributors	Bronze – depends on sales* Silver - \$350	Additional retail store - \$80	
Specialty Producers	Bronze - \$150 Silver - \$240	Additional farm stand - \$50	Additional specialty producer business - \$50
Institutions	Based on sales**	Additional farm stand - \$50	\$30 off for each additional institution listing
Garden Centers, Landscapers	Bronze - \$200 Silver - \$240	Additional farm stand - \$50	Additional garden center - \$140

***Grocers, Retailers, Distributors’ fee** – based on annual gross sales

Bronze	
Under \$500,000	\$200
\$500,001 to \$1 million	\$250
\$1,000,001 to \$5 million	\$285
Over \$5 million	\$300
Silver	\$350

****Institutions fee** – based on dining service annual revenue

Under \$2 million	\$250
\$2 million to \$2,999,999	\$300
\$3 million to \$3,999,999	\$350
\$4 million to \$4,999,999	\$400
\$5 million to \$5,999,999	\$450
\$6 million to \$6,999,999	\$500
\$7 million to \$7,999,999	\$550
\$8 million to \$8,999,999	\$600
\$9 million to \$9,999,999	\$650
\$10 million to \$10,999,999	\$700
\$11 million to \$11,999,999	\$800
\$12 million to \$12,999,999	\$900
Over \$13 million	\$1,000

Do your businesses not fit into these scenarios, or have more questions?

Contact Zoey at 413-665-7100 ext. 27 or zoey@buylocalfood.org for more information and pricing.

If your organization does not calculate revenue specific to dining services, we will work with you to develop an alternative measure (i.e. meals served)