



Dear NC Cheese Supporter:

In 2014, North Carolina cheesemakers, cheesemongers, and cheese enthusiasts joined together to garner more attention for artisan cheesemaking in North Carolina through the creation of the statewide NC Cheese Trail.

The NC Cheese Trail is a non-profit membership organization, primarily of cheesemakers with affiliate membership open to individual cheese enthusiasts and businesses that sell, distribute, market or otherwise support North Carolina cheese. Cooperative marketing efforts like these have proven successful in increasing awareness of, and appreciation for, locally made cheese – with the likelihood of increased sales for those involved.

Read on for details of what you get and what we need from you...

### **What Affiliate Members Get:**

- A listing in the following outlets:
  - A published NC Cheese Trail brochure
  - NC Cheese Trail website – [nccheesetrail.com](http://nccheesetrail.com) – including your name, address, phone number, website, hours of operation, brief summary of business, photographs
  - NC Cheese Trail Facebook page – same as website, plus promotion of events, updates, etc.
  - NC Cheese Trail Twitter page – promotion of events, business updates, etc.
  - NC Cheese Trail Pinterest – business summary, cheese recipes, etc.
- Access to an informative, monthly e-newsletter with “cheesetastic” information and happenings.
- Inclusion in relevant efforts spearheaded by the NC Cheese Trail “Press Office” – supplying timely and accurate information to journalists writing media stories about artisan cheese in the state.
- Access to a dynamic network of NC cheesemakers – and the like-minded businesses and cheese enthusiasts supporting them.

### **What We Need From You:**

- Complete the included membership application and mail it to us with your first year’s membership dues.

If you have any questions, we’d love to hear from you. Email us at [info@nccheesetrail.com](mailto:info@nccheesetrail.com).

Sincerely,

Sue Stovall – Paradox Farm Creamery: West End, NC

Robin Blakley – Buffalo Creek Farm and Creamery: Germanton, NC