



When Boston-based, award-winning boutique design firm **Gates Studio**'s Founder, Valerie Gates read *Omnivore's Dilemma* and *Animal, Vegetable and Miracle* this winter, she knew she had to do something to help the small organic farms and the local food movement in the Boston area. Gates came up with the idea to offer local growers and farms her studio's professional design and branding services on a creative pro-bono sliding scale. With help from the non-profit group, *Southeastern Massachusetts Agricultural Partnership*, she put out the word to local farms that she was offering her studio's services on a first-come, first-served basis as follows:

First five farms: a barter agreement of design time and services for organic food or CSA shares

Next five farms: 75% discount on rates for services

Next five farms: 50% discount on rates for services

Next five farms: 25% discount on rates for services

Within two days, Gates had over 15 growers lined up to take advantage of her unique offer. "I wanted to do my part in helping even out the playing field for small growers and help them compete with larger farms and organizations that have larger marketing budgets," explained Gates. "I also wanted to introduce my children to farm life and where food comes from." continued Gates.

The project has gotten lots of press in the *Boston Globe*, *Cape Cod Times*, WCVB, NPR and WGBH and the response has been very strong with many more farms, new clients and readers contacting the studio. "With this response, we are looking to be able offer more expanded marketing services to small organic farms and growers that support healthy food and sustainable living with less impact on the environment," continued Gates. "We are also in production with a website, phone app and community-based seasonal cookbook under the name 1000radishes <http://www.1000radishes.com>."

WILL WORK FOR FOOD PROJECT is blogged on <http://www.willworkforfoodproject.com> and Valerie Gates can be reached at 781.235.3480 and valerie@gatestudio.com <http://www.gatestudio.com>

willworkforfoodproject.com