

DRAFT FOR CLIENT REVIEW (March 8, 2014)

*Draft of pitch letter for a potential article in the Democrat and Chronicle in Rochester about the magazine and the importance of eating organic and how Edible Finger Lakes can help with that. The contact also could be an employee at the magazine.*

To: James Lawrence ([jlawrenc@democratandchronicle.com](mailto:jlawrenc@democratandchronicle.com))

From: Drew Zieff

Subject: Importance of eating local and organic and how Edible Finger Lakes can help

Date: March X, 2014

Dear James:

Within the last few years, eating local, fresh, healthy and organic foods has exploded in popularity. There is an emphasis on supporting local businesses, getting the freshest food products and knowing that nothing harmful to the consumer or farmer went in to raising livestock or growing fruits, vegetables and herbs.

New York's number one business is agriculture, meaning that there are infinite possibilities due to its size and scope. Within New York, several regions are known for fertile soil and growing delicious vegetables and fruits. One of the biggest regions in terms of agriculture is the Finger Lakes, with its 11 lakes surrounded by fertile and health soil, providing excellent local produce.

Edible Finger Lakes is a fairly new branch of Edible Communities magazines and provides locals and visitors important information about organic food and cooking, including opportunities to explore Finger Lakes agriculture, whether through farmers markets, the Cheese Trail, the Craft Beer Trail, U-pick farms, and many more events and possible experiences. The magazine covers 14 counties in the region, including Monroe County, so the content is relevant to a large group of people. It shows people how to eat healthy and organically, support local businesses, and enjoy all the region has to offer in terms of food, beer, spirits, wine and more.

We would like to introduce you to Michael Welch, the founder, publisher and editor-in-chief of Edible Finger Lakes, who can share with you his perspective on the culinary scene in the Finger Lakes. As a former chef, owner of a catering business, and health and nutrition expert, Michael is passionate about helping our local agricultural businesses thrive.

I would be delighted to set up an interview with you and Michael. I also can send you a few recent issues of the magazine. I will call you within the next two weeks to see if you are interested. Meanwhile, please feel free to contact me at my email listed below.

Sincerely,

Drew Zieff  
[zieffd@gmail.com](mailto:zieffd@gmail.com)