



Meet the Producer - Fact Sheet

What is it?

Meet the Producer videos are 2-3 minute films designed to connect producers with consumers. Through these videos, viewers are introduced to the people behind the product, allowing the consumers to "visit" the producers and see first hand where the product comes from and how it is made, reinforcing the appeal of buying local produce. In short, it puts a friendly face to the product and boosts consumer purchasing confidence!

As part of the package the films will be included on the Local Food Channel, and in the Food Finder video directory, but they will also be yours to use as you wish and therefore can also be used on your website and at food festivals, trade shows, marketing etc.

What do I get for my investment?

Our service includes:

Telephone consultancy with Local Food Channel producer

A morning/afternoon shoot at your location

A Local Food Channel crew including HDV camera, tripod, radio microphone

An edited 2-3 minute film

Inserting Titles & your Logos (provided by you) and music (royalty free)

One pass for re-edit

DVD copy of the promotional video

1 year's inclusion in the Local Food Channel's "Meet the Producer" section

1 year's inclusion in the Local Food Channel's Food Finder video directory of local producers

How do I pay?

You pay a deposit when you book your shoot and pay the final amount once you have approved your edited video. We accept cheques, debit and credit cards.

How long will it take?

Your film will be completed, delivered to you and uploaded onto the Local Food Channel within one month of the filming date, although it can be much quicker.

Can I make changes to the edit?

Our Local Food Channel editors will edit the video according to your brief, upload the film for you to view online, and give you the opportunity to suggest changes. Our editors will not be able to re-edit indefinitely, so it is vital that you give us all of your recommended changes at this stage.

What else can I do with my Video?

We also offer an annual video hosting service for £99, which enables you to feature your video on your website, powered by the Local Food Channel. We host the video on our broadcast servers, and give you the html code to copy into your website where your video will play. This system also protects you from excess bandwidth charges which you may incur should many people visit your site and watch your video.

Still have questions? Call us for a chat!