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Industries served include:
food manufacturing,
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and distributors.
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"Always be a first-rate version of yourself instead of a second-rate version of someone else."

—Judy Garland

Ill. Dept. of Ag. Expands Mental Health Initiatives for Farmers Here

Illinois Department of Agriculture Director Jerry Costello II announced a grant award of \$500,000 to increase farmer stress-related mental health initiatives statewide.

The department applied for the grant in coordination with Southern Illinois University Medicine Center for Rural Health and Social Service Development and University of Illinois Extension.

In 2019, the Farm Family Resource Initiative was established in Illinois to specifically address mental health needs of the farming and agricultural communities.

Led by Southern Illinois University School of Medicine, the FFRI launched a six-county pilot program via a telephone hotline connecting farmers with mental health resources and providers. This grant will allow for the expansion of the pilot program to the entire state.

The Farmer Assistance Helpline is available 24 hours a day, seven days a week at 1-833-FARM-SOS. -Source: WSIL-TV

How to Start a Restaurant Email List, and Why You Need One

It's common for restaurant owners to have many questions regarding email marketing. After all, marketing may not be your passion or your background — and that's OK. Below are some ideas to get you started on how to turn those subscribers into repeat customers and spark more sales.



SOCIETY INSURANCE®

■ Free dessert when customers sign up for email. Have a QR code on the table that is prompted by servers to encourage diners to sign up directly from their phone and use the coupon right away.

■ Refer a friend (for existing subscribers). Give a meal, get a meal. Forward the email to a friend to send a coupon/free entree item and earn one, too.

■ Raffle a restaurant prize. Entice new customers to join your email list for a chance to be entered to win something special like dinner for two, access to an event or one free dinner per month for a year.

■ Birthday promo. People love being celebrated! Offer an annual birthday treat in exchange for an email subscription.

■ Include polls within your emails to subscribers. Your returning customers know you the best. Ask them to vote on new specials/desserts/live music. Use this information to give the people what they want and to bring in more new customers.

■ Business card fishbowl. Encourage customers to leave their business cards (to be added to the email list) when they visit to enter for a chance to win free lunch for their office.

■ VIP offers. Provide exclusivity to your most loyal customers. Give email subscribers priority reservations for special dinners and events. This is a great way to drum up excitement and book out your restaurant in advance.

Society Insurance offers a wide variety of blogs dedicated to helping your restaurant. To view more, visit see their website at societyinsurance.com and their ad in this issue on page 2.