



Durham Farm Fresh Marketing Association

"Buy Local! Buy Fresh!"

Welcome to the Durham Farm Fresh Marketing Association

We are an association of Durham Region Farmers, Producers and other Stakeholders who care about locally produced food ~ bringing quality and freshness from our farms and markets to your table since 1993.

Our members are those individuals, farms and partnerships or corporations who reside and produce or sell within our region.

As an association our mandate is "to improve the awareness and economics of agriculture in Durham Region by fostering **more effective direct marketing** via education of members, information gathering and product promotion."

Consumer trends continue to increase purchasing of locally produced items and healthier choices and alternatives. With the use of a variety of marketing tools, we strive to increase the awareness and accessibility of local food for Durham Region residents. Through educational presence at local food shows, festivals & fairs and consistent media coverage, Durham Farm Fresh is working towards promoting our local products.

In addition, Durham Farm Fresh is working to increase the membership base, sources of revenue, and partnerships so as to improve the long term sustainability of the organization.

**For further information please contact Tracey Werry, Project Coordinator
at 905-427-1512 or coordinator@durhamfarmfresh.ca**



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Durham Farm Fresh Member Benefits

With your membership to Durham Farm Fresh, you will receive the following opportunities:

Marketing Opportunities

- Use of the well-established Durham Farm Fresh logo and branding for your locally grown & produced products.
- Option to purchase and use marketing and promotional items from Durham Farm Fresh, including, product/price cards, reusable shopping bags, Regional directional road signs and other items as they become available.

Advertising Opportunities

- Listing in our annual Durham Farm Fresh Guide. There were 90,000 copies printed and distributed in 2016 through newspapers, libraries, tourism kiosks, welcome wagon packages for new residents, food shows, fairs, tours, Regional & Municipal offices, Farm Markets, etc. The brochure contains your listing which includes contact information & products sold, a map showing your location in Durham Region and where your product is available (i.e. Roadside Market).
- Listing of your business on the Durham Farm Fresh Marketing Association website at www.durhamfarmfresh.ca. The website has a search feature and also lists contact information, location and products available.
- A Durham Farm Fresh promotional gate sign (for new members).

Training & Networking Opportunities

- Opportunity to participate in industry workshops and seminars on issues related to agriculture, food, business and marketing of your products.
- Networking with other producers, markets and restaurant members to actively advance the use of local farm fresh products.



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2017 Farm Membership Application

Farm Name: _____

Listing for the 2017 brochure:

	EXAMPLE	
Business Name {	2 All Green Sod Growers Limited Sod, Seed, Fertilizer 4100 Green Rd., Hampton 905.263.2213 or 905.725.9674 www.allgreensod.ca	} Product List
Information such as address, contact numbers, website or availability (i.e. Every Sunday 9am- 1pm at Uxbridge Farmers Market, June thru Oct).		

Farm/Business Name: _____

Line 1: _____

Line 2: _____

Line 3: _____

Product List (*max 60 characters*): _____

Type of Operation: (*check all that apply*)

- | | | |
|------------------------------------|--|--|
| <input type="checkbox"/> Farm Gate | <input type="checkbox"/> Roadside Market | <input type="checkbox"/> Pick Your Own |
| <input type="checkbox"/> CSA | <input type="checkbox"/> Garden Centre | <input type="checkbox"/> Wholesale |

Other Information:

- Wheelchair Accessible
 Accepts bus tours
 Online Shopping
 Call Ahead

Farmers' Market Sales: (*check all that apply*)

- | | | | |
|--|--|---------------------------------------|--|
| <input type="checkbox"/> Clarington | <input type="checkbox"/> Downtown Oshawa | <input type="checkbox"/> North Oshawa | <input type="checkbox"/> Oshawa Centre |
| <input type="checkbox"/> Pickering Town Centre | <input type="checkbox"/> Port Perry | <input type="checkbox"/> Uxbridge | <input type="checkbox"/> Whitby |

Other Instructions: _____



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Your Information:

Please fill out the following information for Durham Farm Fresh records.

Contact Name(s): _____

Mailing Address: Street # _____ Street Name: _____

City: _____ Postal Code: _____

Telephone #: _____ Cell #: _____

Email: _____ Website: _____

Social Media Accounts: Facebook: _____

Twitter: _____

Hours of Operation: (check all that apply)

- | | | | | |
|-----------------------------------|---------------------------------|------------------------------------|---|--|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September | <input type="checkbox"/> Monday – Hours: _____ | <input type="checkbox"/> Friday – Hours: _____ |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October | <input type="checkbox"/> Tuesday – Hours: _____ | <input type="checkbox"/> Saturday – Hours: _____ |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November | <input type="checkbox"/> Wednesday – Hours: _____ | <input type="checkbox"/> Sunday – Hours: _____ |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December | <input type="checkbox"/> Thursday – Hours: _____ | |

Your Products: We have enhanced our search function on the website so that people can search for any product they need, therefore please list all of the products you grow, produce or sell so that we can include it.

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Apples | <input type="checkbox"/> Eggplant | <input type="checkbox"/> Lamb | <input type="checkbox"/> Raspberries (fall) |
| <input type="checkbox"/> Apple Cider | <input type="checkbox"/> Eggs | <input type="checkbox"/> Manure/ Compost | <input type="checkbox"/> Rhubarb |
| <input type="checkbox"/> Asparagus | <input type="checkbox"/> Exotic Animals | <input type="checkbox"/> Maple Syrup/Products | <input type="checkbox"/> Rutabaga |
| <input type="checkbox"/> Baked Goods | <input type="checkbox"/> Emu (Ratite Products) | <input type="checkbox"/> Meat Pies | <input type="checkbox"/> Saskatoon berries |
| <input type="checkbox"/> Beans | <input type="checkbox"/> Fibre | <input type="checkbox"/> Melons | <input type="checkbox"/> Spinach |
| <input type="checkbox"/> Bedding Plants | <input type="checkbox"/> Fiddleheads | <input type="checkbox"/> Mushrooms | <input type="checkbox"/> Squash |
| <input type="checkbox"/> Beef | <input type="checkbox"/> Firewood | <input type="checkbox"/> Nursery Stock | <input type="checkbox"/> Strawberries |
| <input type="checkbox"/> Beets | <input type="checkbox"/> Fish | <input type="checkbox"/> Onions | <input type="checkbox"/> Strawberries (ever-bearing) |
| <input type="checkbox"/> Bird Seed | <input type="checkbox"/> Flour | <input type="checkbox"/> Parsnips | <input type="checkbox"/> Sweet Potatoes |
| <input type="checkbox"/> Blueberries | <input type="checkbox"/> Flowers Fresh Cut | <input type="checkbox"/> Peas | <input type="checkbox"/> Swiss Chard |
| <input type="checkbox"/> Bok Choy | <input type="checkbox"/> Flowers, Dried | <input type="checkbox"/> Pears | <input type="checkbox"/> Tomatillos |
| <input type="checkbox"/> Broccoli | <input type="checkbox"/> Garlic | <input type="checkbox"/> Pepperettes/ Jerky | <input type="checkbox"/> Tomatoes |
| <input type="checkbox"/> Brussels Sprouts | <input type="checkbox"/> Goat/Chevon Prod. | <input type="checkbox"/> Peppers - Sweet | <input type="checkbox"/> Venison (Farm raised) |
| <input type="checkbox"/> Cabbage | <input type="checkbox"/> Gooseberries | <input type="checkbox"/> Peppers - Hot | <input type="checkbox"/> Water Plants |
| <input type="checkbox"/> Carrots | <input type="checkbox"/> Gourds | <input type="checkbox"/> Perennials | <input type="checkbox"/> Wine |
| <input type="checkbox"/> Cauliflower | <input type="checkbox"/> Haskap berries | <input type="checkbox"/> Plums | <input type="checkbox"/> Zucchini |
| <input type="checkbox"/> Christmas Greenery | <input type="checkbox"/> Herbs, Fresh Cut | <input type="checkbox"/> Pork | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Christmas Trees | <input type="checkbox"/> Herbs, Potted | <input type="checkbox"/> Potatoes | _____ |
| <input type="checkbox"/> Corn, Fresh | <input type="checkbox"/> Home Crafts | <input type="checkbox"/> Poultry | _____ |
| <input type="checkbox"/> Corn, Decorative | <input type="checkbox"/> Honey | <input type="checkbox"/> Preserves | _____ |
| <input type="checkbox"/> Cucumbers | <input type="checkbox"/> Kale | <input type="checkbox"/> Pumpkins | |
| <input type="checkbox"/> Currants | <input type="checkbox"/> Kohlrabi | <input type="checkbox"/> Raspberries (summer) | |

Please be sure to include any specialty / ethnic crops.



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Events – *If you host any events/festivals/etc. please provide any information you can so that we can promote them on social media and our website:* _____

Advertising Opportunity:

As a Member we are pleased to offer you the opportunity to advertise in the Brochure. Please refer to the attached form for more information. The price is \$339.00 (\$300.00 + HST).

Membership Fee:

In order to be included in the 2017 DFF brochure, all membership fees and completed application forms are due no later than January 6, 2017.

Item	Deadline	Fee	Amount Due
Membership (new or renewal)	January 6, 2017	\$226.00 (\$200.00 + HST)	
Advertising Space in Brochure	January 6, 2017	\$339.00 (\$300.00 + HST)	
Total amount due:			

Fees current as of October 2016..

Send cheque and completed original registration form to:

Durham Farm Fresh Marketing Association

c/o Lisa Mulders

3990 Bragg Road

Bowmanville, ON L1C 3K5



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Durham Farm Fresh 2017 Brochure Advertising

Reserve your space today as space is limited!

We have advertising spaces available in the 2017 edition of the Durham Farm Fresh Brochure. The ads are located on the inside of the brochure, around the map. These spaces are available to Members and Associate Members.

Price: \$339 (\$300 + HST). Please make cheque payable to Durham Farm Fresh

Size: 2.7" x 1.75"

Sample Ad:



Accepted File Formats: High resolution PDF (300 dpi at 100 per cent image size).

Deadline to Purchase Space: January 6, 2017 Spaces are limited and available on a first come, first served basis. Last year we sold out!

Ad Design Deadline: January 20, 2017

If you have any questions or require assistance with the design of your ad, please contact Tracey Werry at coordinator@durhamfarmfresh.ca.