



# 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, Chefs and Retailers 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. We now sell gift baskets/boxes featuring non-perishable products produced by our members.

**In 2018 Durham Farm Fresh will celebrate its 25<sup>th</sup> Anniversary! Be a part of the celebrations!**

For further information please contact Tracey Werry, Project Coordinator  
at 905-427-1512 or [coordinator@durhamfarmfresh.ca](mailto: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, 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 2017 through newspapers, libraries, tourism kiosks, welcome wagon packages for new residents, realtor packages, 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](http://www.durhamfarmfresh.ca). The website has a search feature and also lists contact information, location and products available.
- Promotion through our social media channels.
- 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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## 2018 Farm Membership Application

Farm Name: \_\_\_\_\_

### Listing for the 2018 brochure:

<p>Information such as address, contact numbers, website or availability (i.e. Every Sunday 9am-1pm at Uxbridge Farmers Market, June thru Oct).</p>	<p>Business Name {</p>	<p style="text-align: center; margin: 0;"><b>EXAMPLE</b></p> <p><b>2 All Green Sod Growers Limited</b>    Sod, Seed, Fertilizer</p> <p>4100 Green Rd., Hampton</p> <p>905.263.2213 or 905.725.9674</p> <p>www.allgreensod.ca</p>	<p>} Product List – must only include products <u>you</u> grow</p>
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Farm/Business Name: \_\_\_\_\_

Line 1: \_\_\_\_\_

Line 2: \_\_\_\_\_

Line 3: \_\_\_\_\_

Product List (brochure listing must only include products you grow or raise, 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:

- |  |  |  |                                     |
|--|--|--|-------------------------------------|
| <input type="checkbox"/> Wheelchair Accessible | <input type="checkbox"/> Accepts bus tours | <input type="checkbox"/> Online Shopping | <input type="checkbox"/> 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 information provided in this section will not be used in the brochure or on the website, it is for DFF communication purposes only.

Please provide an email address that you – not staff – check regularly that DFF can use to contact you).

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: _____  |  |

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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Do you have 2 or 3 fun/interesting/unique facts about your farm or products that we could use to help promote you on social media? (i.e. how long you have been in business, you have a farm mascot, etc). \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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**Your Products: Please only check products that you grow/raise on your farm and offer for sale:**

- |   |  |   |  |
|---|--|---|--|
| <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.

**Resale Products: Please check all products that you purchase and offer for resale:**

- |   |  |   |  |
|---|--|---|--|
| <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                    |
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| <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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## Code of Ethics

To assure transparency and growth in our industry on a basis of mutual respect, fairness and integrity, and ever-mindful of the public welfare, I, as a member of **Durham Farm Fresh Marketing Association** have adopted and do hereby subscribe to the *Code of Ethics*:

- Be a producer of Durham grown/raised products.\*\*
- Offer for sale only merchandise in best quality condition.
- Present well-kept displays, plainly priced and described, with origin of product clearly marked.
- Sell an honest pack, well filled, and meeting stated grade.
- Use no false or deceptive statements.
- Adhere to highest standards of honest advertising.
- Build business volume on customer confidence.
- Employ only professional, courteous and trained sales people.
- Maintain clean, attractive market buildings and grounds.
- Provide ample, safe parking facilities.
- Observe all laws related to roadside marketing.
- Offer farm gate sales and/or be willing to show customers how and where food is grown.\*\*
- Be an active member of the **Durham Farm Fresh Marketing Association**.

I acknowledge that I have read the *Code of Ethics* and agree to abide by it to the best of my ability. I understand that violation of the *Code of Ethics* may result in my membership being revoked should the Board of Directors feel it necessary to do so.

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Member

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Attested

\*\* Farms who are not able to satisfy this criteria are able to join Durham Farm Fresh as an Associate Member.



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## 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 2018 DFF brochure, all membership fees and completed application forms, including the Code of Ethics, are due no later than January 26, 2018.

Item	Deadline	Fee	Amount Due
Membership (new or renewal)	January 26, 2018	\$226.00 (\$200.00 + HST)	
Advertising Space in Brochure	January 26, 2018	\$339.00 (\$300.00 + HST)	
Total amount due:			

*Fees current as of October 2017.*

**Send cheque and completed original registration form to:**

**Durham Farm Fresh Marketing Association**

**c/o Lisa Mulders**

**3990 Bragg Road**

**Bowmanville, ON L1C 3K5**



Durham Farm Fresh  
Marketing Association  
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237 Queen Street  
P.O. Box 5344  
Port Perry ON L9L 1B9  
905-427-1512  
[www.durhamfarmfresh.ca](http://www.durhamfarmfresh.ca)

## Durham Farm Fresh 2018 Brochure Advertising

**Reserve your space today as space is limited!**

We have advertising spaces available in the 2018 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 26, 2018** Spaces are limited and available on a first come, first served basis. Last year we sold out!

**Ad Design Deadline: February 9, 2018**

**If you have any questions or require assistance with the design of your ad, please contact Tracey Werry at [coordinator@durhamfarmfresh.ca](mailto:coordinator@durhamfarmfresh.ca).**