



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 25th Anniversary! Be a part of the celebrations!

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, 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. 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 Farmers' Market Membership Application

Farmers' Market Name: _____

Listing for the 2018 brochure:

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

} Product List

Farmers' Market Name: _____

Line 1: _____

Line 2: _____

Line 3: _____

Product List (*max 60 characters*): _____

Map Location: Please clearly mark on the attached map your location(s).

Other Instructions: _____

Your Information:

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

Contact Name(s): _____

Mailing Address: Street # _____ Street Name: _____

City: _____ Postal Code: _____

Telephone #: _____ Cell #: _____

Other #: _____ Fax #: _____

Email: _____

Website: _____



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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 Vendors: *Please list all the vendors at your Farmers' Market (as of last Season):* _____

Your Products: *Please list all of the products available at your Farmers' Market.*

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



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Membership Fee:

In order to be included in the 2018 DFF brochure, all membership fees and completed application forms are due no later than January 26, 2018.

| Membership | Deadline | Fee | Amount Due |
|--------------------------------|------------------|---------------------------|------------|
| Membership (new or renewal) | January 26, 2018 | \$226.00 (\$200.00 + HST) | |

Fees current as of September 2017.

Send cheque and completed registration form to:

Durham Farm Fresh Marketing Association

c/o Lisa Mulders

3990 Bragg Road

Bowmanville, ON L1C 3K5