



# 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, 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.

**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 75,000 copies printed and distributed in 2019 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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## 2020 Associate Membership Application

**Business Name:** \_\_\_\_\_

**Listing for the 2020 brochure:**

Information such as address, contact numbers, website or availability (i.e. Every Sunday 9am-1pm at Uxbridge Farmers Market, June thru Oct).

EXAMPLE	
Business Name {	<b>3 Archibald Orchards &amp; Estate Winery</b> Fruit Wines, Ciders,
{	6275 Liberty St. N., Bowmanville Fresh Cider & Pick Your Own
{	905.263.2396 Apples in Season, Archibald's
{	www.archibaldswinery.com Own Preserves & Baking

} Product List

**Business Name:** \_\_\_\_\_

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

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

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

**Product List (max 60 characters):** \_\_\_\_\_

\_\_\_\_\_

**Other Information:**

- Wheelchair Accessible       Accepts bus tours       Call Ahead  
 Online Shopping

**Other Instructions:** \_\_\_\_\_

\_\_\_\_\_





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Your business with our membership is welcomed, although, signature is also necessary to state that you understand that at no time are you "hired by", "representing", or the "sole provider" for Durham Farm Fresh Marketing Association (DFFMA), the DFFMA Board of Directors, of the DFFMA Membership as a whole unless specifically stated as such. Any documentation, mailings to membership or contact expressing this "representation" will be just cause for suspension of current and future memberships in the association.

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Advertising Opportunity:

As an Associate 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 2020 DFF brochure, all membership fees and completed application forms are due no later than January 10, 2020.

Item	Deadline	Fee	Amount Due
Membership (new or renewal)	January 10, 2020	\$226.00 (\$200.00 + HST)	
Advertising Space in Brochure	January 10, 2020	\$339.00 (\$300.00 + HST)	
Total amount due:			

*Fees current as of October 2019.*

Send cheque and completed registration form to:

**Durham Farm Fresh Marketing Association**  
**920 Scugog Line 12**  
**Uxbridge, ON L9P 1R3**



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## Durham Farm Fresh 2020 Brochure Advertising

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

We have advertising spaces available in the 2020 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). 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 10, 2020** Spaces are limited and available on a first come, first served basis. Last year we sold out!

**Design Deadline: February 1, 2020**

**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).**