



Durham Farm Fresh
Marketing Association
Buy Local! Buy Fresh!

920 Scugog Line 12
Uxbridge, ON L9P 1R3
905-427-1512
www.durhamfarmfresh.ca

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.”

As consumers continue to look for and purchase locally produced items and healthier choices and alternatives, as an organization, we strive to increase the awareness and accessibility of local food for Durham Region residents using a variety of marketing tools. 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 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



Durham Farm Fresh
Marketing Association
Buy Local! Buy Fresh!

920 Scugog Line 12
Uxbridge, ON L9P 1R3
905-427-1512
www.durhamfarmfresh.ca

Durham Farm Fresh Membership Levels

Durham Farm Fresh offers three distinct membership categories. This allows for a variety of farms and businesses who have a vested interest in the production and promotion of local food to be a member of our Association.

Upon application, new members are assigned by the Membership Committee into one of the three categories based on the following criteria:

- Full Member - Voting Member (must meet all of the following criteria):
 - An inspection/tour with coordinator and a director has determined that the business primarily operates as a farm
 - Produces the majority of the principle agricultural product(s) sold
 - Has direct, on premise or farm gate sales of their product

 - Associate Member - Voting Member (must meet all of the following criteria):
 - An inspection/tour with coordinator and a director has determined that the business primarily operates as a farm
 - Produces the majority of the principle agricultural product(s) sold
- OR
- Is a registered business AND
 - Produces value-added products primarily using Durham Region grown products
- **Note: Farm gate or on-site sales of product are not mandatory for associate membership.**
- Supporting Member - Non-Voting
 - Any business, organization, or market with a proven vested interest in promoting agricultural products produced in Durham Region and has paid the annual fee associated with their membership
 - A Farmers Market where 50% of the vendors meet the above criteria

We welcome your application!

(Please note: all new member applications are reviewed by the Membership Committee and approval is subject to meeting the above criteria while fitting within the mandate and morals of the organization. Receipt of an application does not guarantee membership approval.)



Durham Farm Fresh
Marketing Association
Buy Local! Buy Fresh!

920 Scugog Line 12
Uxbridge, ON L9P 1R3
905-427-1512
www.durhamfarmfresh.ca

Durham Farm Fresh Member Benefits

With your \$200 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 Brochure. There were 50,000 copies printed and distributed in 2021. 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). *Estimated marketing value: \$1,000*
- Listing of your business on the Durham Farm Fresh Marketing Association website at www.durhamfarmfresh.ca. An interactive map and a search function provides consumers with the ability to search for specific products and find your business easily. *Estimated marketing value: \$500*
- Events calendar - Keep the organization notified of any events you host and they will be featured on our online calendar! *\$250*
- Promotion through our social media channels. Make sure to tag Durham Farm Fresh on your posts!! As well, use our favourite hashtags #FindYourFlavour and #BuyLocalBuyFresh.
- Opportunity to partner with Durham Farm Fresh on specific marketing campaigns (i.e. radio crop reports) and promotional events (i.e. Gates Open)
- A free Durham Farm Fresh promotional gate sign (for new members). *Marketing value: \$100*

Training & Networking Opportunities

- Opportunity to participate in industry workshops, webinars 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. *Marketing value: priceless!!*

Total Estimated Marketing Value: \$1,850