

Welcome to Durham Farm Fresh!

We are an association of Durham 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.

Our mandate as an association 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.”

Our current project is to develop a marketing and promotions relationship with food establishments within Durham Region. Working with restaurants and bed & breakfast operators, Durham Farm Fresh will be developing an alliance to infiltrate more and more local products into the regional hospitality industry.

Staying abreast of current trends, consumers are moving towards spending on locally produced items and healthier choices and alternatives.

Through educational presence at local food shows, festivals & fairs, and consistent media coverage Durham Farm Fresh is working towards promoting our local products.

If you would like more information about Durham Farm Fresh,
please contact us at
905-668-4113 x2619 or 905-427-1512



Durham Farm Fresh
Marketing Association

"We Grow It! We Produce It! We Serve It!"

What can Durham Farm Fresh Do For YOU?

As a creator of cuisines from local foods and food products or retailer of locally grown foods, Durham Farm Fresh Marketing Association works towards promoting establishments which use and sell local products to the general public and industry alike.

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

1. All associate members are listed on Durham Farm Fresh Marketing Association website at www.durhamfarmfresh.ca. The website contains your listing with contact information, location & a brief description of your business.
2. Marketing and promotional items are available through Durham Farm Fresh, including a DFFMA Sign for new members, product/price cards, promotional stickers for products, and reusable shopping bags.
3. Links to your personal website from Durham Farm Fresh website is an opportunity for further advertising your business.
4. Opportunity to participate in industry workshops and seminars on issues related to agriculture, food, business and marketing of your products. Also participation in the annual Gates Open Savour Durham Tour, fairs, and educational displays to promote local foods and hospitality establishments who use local products.
5. Networking with other producers, markets, and restaurant members to actively advance the use of local farm fresh products.
6. IN THE WORKS! Development of Online Buyers Guide. This tool will assist in the awareness of product, knowledge of availability and product distribution of local products to food establishments.



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Associate Membership Application PLEASE FILL OUT COMPLETELY

Name of Business: _____

For the website (see attached), the maximum amount of lines on your listing is 3 plus your name. Attached below is an example listing from a previous listing.

WEBSITE EXAMPLE

Restaurant

123 Anywhere Road
Anywhere, ON
A1B 2C3

LOGO

www.restaurant.com

Please initial here to use the **exact same** listing on the next year's website _____.

For changes or ***new listings***, please fill in your business name and the 3 lines below.

Note: The information provided on the 3 lines below your business name can be any information important to marketing your product IE. phone #, address, where your product is available – such as “Every Sunday 9am-1pm at Uxbridge Farmers Market, June thru Oct”.

Business Name: _____

Line 1: _____

Line 2: _____

Line 3: _____

Map Location

Please clearly mark on the provided map where your farm/roadside market/pick your own is located.

Please provide the civic address:

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

Contact Person(s) _____

Telephone: _____ Fax: _____

Address: _____

Email: _____

Website: _____

Type of Operation/Business: _____



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Hours of Operation: (include months and days of week) _____

☐ No Sunday Sales

Special Instructions: _____

Please include a list of potential sources of Durham Region farm product to use or sell in your venue.

Early Membership Fee: if paid before Nov 29

Late Membership Fee: if paid after Nov 30

Due by March 1st

For current membership fees, email info@durhamfarmfresh.ca

Benefits of your associate membership include:

- An outside sign displaying Durham Farm Fresh Marketing Association logo for new members. Your business profile will be included on our website (www.durhamfarmfresh.ca).
- Opportunities for networking with local producers
- Benefits of all advertising done by DFFMA
- DFFMA hotline – provides information to community about member locations and available products

Your business with our membership is welcomed although, signature is also necessary 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 or 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: _____

We also have available for sale to members; product/price cards, DFF signs, reusable shopping bags etc. with the Durham Farm Fresh logo.

For more information please contact us:

Erin O'Connor

info@durhamfarmfresh.ca

905-668-4113 x2619 or 905-427-1512

Make Cheques Payable To: DURHAM FARM FRESH MARKETING ASSOCIATION

Please Mail Application To:

Len Stroud

Phone: 905-427-6603

786 Taunton Rd. E.

Ajax, ON

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****Please return ORIGINAL form with cheque. Photocopy sheets for your own records.****