

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 Erin O'Connor at
info@durhamfarmfresh.ca
905-668-4113 x2619 or 905-427-1512



Durham Farm Fresh Marketing Association

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

Durham Farm Fresh Membership Benefits

As a producer group of local food and food product providers, Durham Farm Fresh Marketing Association works towards promoting the use of local products to the general public and food & hospitality industry alike.

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

1. The use of the well established Durham Farm Fresh logo and branding for your locally grown & produced products.
2. Listing in our annual Fresh Food Guide. There are 80,000 copies printed annually and distributed through newspapers, libraries, tourism kiosks, welcome wagon packages for new residents, food shows, fairs, tours, Regional & Municipal offices, Farm Markets, etc. The brochure contains your listing with contact information & products sold, a listing on Durham Region map and where your product is available (ie Roadside Market).
3. Listing of your business on the Durham Farm Fresh Marketing Association website at www.durhamfarmfresh.ca. The website also lists contact information, location and products available with the option of a premium listing with your website link for a modest fee.
4. A Durham Farm Fresh promotional gate sign.
5. Option to purchase and use marketing and promotional items for Durham Farm Fresh, including, product/price cards, promotional stickers for products, golf shirts Regional/Municipal directional road signs and other new updated items.
6. Opportunity to participate in industry workshops and seminars on issues related to agriculture, food, business and marketing of your products. Also participation in our "Workshop on Wheels" Annual Summer tour, Gates Open: Savour Durham Tour and fairs educational displays to promote local foods and your products.
7. Networking with other producers, markets and restaurant members to actively advance the use of local farm fresh products.
8. IN THE WORKS! Development of Online Buyers Guide. This tool will assist in the awareness of product, knowledge of availability and product distribution.



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Membership Application PLEASE FILL OUT COMPLETELY

Farm Name: _____

For the 2011-2012 brochure, the maximum amount of lines on your listing is 3 plus your farm name. The number of characters for the list of crops/products is being limited to 60 characters. Attached below is an example listing in last years brochure.

EXAMPLE



Please initial here to use the **exact same** listing in 2010-11 brochure _____.

For changes or *new listings*, please fill in your farm 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”.

Farm/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 your civic address:

Product List for brochure (max 60 characters): _____

Special Instructions: _____

Type of Operation: Pick Your Own Roadside Market
 Farm Gate Farmer's Market

Please Indicate: Wheelchair Accessible Able to accept bus tours Call ahead only



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

Contact Person(s) _____

Telephone: _____ Fax: _____

Email: _____

Website: _____

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

No Sunday Sales.

Please list all of the major products **you** grow or produce, specifically those that will not be placed in the brochure. Use the other side if necessary. This information is for our records only.

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

*New Membership **DEADLINE MARCH 1.***

Early Membership Fee: if paid **BEFORE NOVEMBER 29.**

Late Membership Fee: if paid **AFTER NOVEMBER 30.**

Summer Membership Fee: if paid **AFTER BROCHURE PRINTING**

For more information and Current Membership fees contact:

info@durhamfarmfresh.ca or 905-668-4113 x2619 or 905-427-1512

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