



# 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 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.

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.

**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, reusable shopping bags, 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 2015 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 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.
- 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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## 2016 Farm Membership Application

Farm Name: \_\_\_\_\_

### Listing for the 2016 brochure:

EXAMPLE

|  |  |                       |                |
|--|--|-----------------------|----------------|
| Business Name  | <b>2 All Green Sod Growers Limited</b> | Sod, Seed, Fertilizer | } Product List |
| 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                     |                       |                |

Farm/Business Name: \_\_\_\_\_

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

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

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

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

### Type of Operation: (check all that apply)

- Farm Gate       Roadside Market       Pick Your Own  
 CSA       Garden Centre       Wholesale

### Other Information:

- Wheelchair Accessible       Accepts bus tours       Online Shopping       Call Ahead

### Farmers' Market Sales: (check all that apply)

- Clarington       Downtown Oshawa       North Oshawa       Oshawa Centre  
 Pickering Town Centre       Port Perry       Uxbridge       Whitby

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

\_\_\_\_\_



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## 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: \_\_\_\_\_

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 Products: We have enhanced our search function on the website so that people can search for any product they need, therefore please list all of the products you grow or produce so that we can include it.

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

Please be sure to include any specialty / ethnic crops.



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## Advertising Opportunity:

As a 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 2016 DFF brochure, all membership fees and completed application forms are due no later than December 18, 2016.

| Item                           | Deadline          | Fee                       | Amount Due |
|--------------------------------|-------------------|---------------------------|------------|
| Membership<br>(new or renewal) | December 18, 2015 | \$226.00 (\$200.00 + HST) |            |
| Advertising Space in Brochure  | December 18, 2015 | \$339.00 (\$300.00 + HST) |            |
| Total amount due:              |                   |                           |            |

*Fees current as of October 2015.*

**Send cheque and completed original registration form to:**

**Durham Farm Fresh Marketing Association**

**c/o Lisa Mulders**

**3990 Bragg Road**

**Bowmanville, ON L1C 3K5**



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## Durham Farm Fresh 2016 Brochure Advertising

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

We have advertising spaces available in the 2016 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: December 18, 2015** Spaces are limited and available on a first come, first served basis.

**Ad Design Deadline: January 15, 2016**

**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).**