



Simcoe County Farm Fresh

Membership Package

Our Mission Statement: “Promote and advocate local food production, processing, distribution and consumption for the purpose of sustaining the local food system in Simcoe County.”

Background: Simcoe County Farm Fresh Marketing Association (SCFFMA) was formed as a grass-roots organization in 2005 and incorporated as a non-profit corporation in 2007. The association is made up of area farmers, producers, farmers' markets, restaurants, caterers, processors and local food retailers. It also includes other community partners in the health field, food security, government, hospitality & tourism, education, environment and economic development. All have an interest in raising the awareness of the importance of eating locally.

As an **Associate Member Group (Farmers' Market/Local Food Retailer)** of local food/beverage, Simcoe County Farm Fresh Marketing Association works towards promoting the use of local products to the general public and food service industry.

Benefits of joining SCFFMA

- Inclusion on the website www.simcoecountyfarmfresh.ca
- Posting of your own special event on the "Upcoming Events" section of the SCFF website

Promotion of members utilizing the following marketing tools developed based on feasibility:

- Listing on Farm Fresh Paper Guide Map (additional fee)
- A quantity of SCFF marketing materials for each member
- Distribution of marketing material in locations throughout Simcoe County
- Advertising on various area media outlets. (i.e. radio, print, television)

Further benefits include:

- News releases and media coverage.
- Use of Social/Network Marketing to promote members and association. i.e. Twitter, Facebook
- Community outreach/speaking events raising the awareness.
- Special Organized Events and Networking Opportunities (i.e. Savour Simcoe, Farmer/Chef networking)
- Networking with other producers, markets and food service members to actively advance the use of local food products.
- Opportunity to participate in industry workshops and seminars on issues related to agriculture, food and marketing of your products.
- Receive monthly e-newsletters with SCFF association updates, new initiatives and opportunities.
- Associate Membership in Muskoka & District Chef's Association.
- Partner in Simcoe County Food Partners Alliance & Simcoe County Food & Agriculture Charter Steering Committee.
- Membership in Ontario Culinary Tourism Alliance.
- Partner with RTO7 (Regional Tourism Organization – Region 7)
- Partnership with the County of Simcoe and several Municipalities within the County

For more information about Simcoe County Farm Fresh, please contact us at 705 734-2075 or info@simcoecountyfarmfresh.ca



Simcoe County Farm Fresh
2012 Farmers' Market/Local Food Retailer Membership Application

Business Name:

Market Information for printed map and website listings: **List food/beverage products (for human consumption).**

Simcoe County Farm Fresh reserves the right to edit submissions and choose what information will be published. Simcoe County Farm Fresh is not responsible for any errors or omissions.

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

Please fill out the following information for Simcoe County Farm Fresh records and website listings etc.

Contact Name(s): _____

Telephone #: _____ **Cell #:** _____

Fax # _____

Social Media: Twitter / Facebook Acct. _____

E-mail: _____

Alternate e-mail address for internal use only: _____

Website: _____

Mailing Address: _____

Town/City: _____ **Postal Code:** _____

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

Market Address:

(Include your complete civic address or 911 number and the name of your road/street)

Please provide detailed verbal directions to your Market. (i.e. 1 km north of Hwy. 400 on Hwy 93)

Please write a one sentence tag line for the website listing. This can be used to highlight a special event or product. (i.e. "Season Opening Special" or "Join us for our annual Blueberry Festival!")

Special events (if you would like your special event for 2012 mentioned in the "Upcoming Events" section on the www.simcoecountyfarmfresh.ca website please indicate **what, where, and when.**

Membership Fee: **\$150.00**
One listing in 2012 Farm Fresh Paper Guide Map: **25.00** (with paid Membership only- **Deadline March 1, 2012**)
\$100 fee for each additional listing in the Paper Guide Map. For further information please call SCFF @ (705)734-2075.

Number of additional listings ____ x \$100.00 ea

Total Payment Amount: \$ _____

Please indicate method of payment:

- Visa
- MasterCard
- Cheque

Card Number: _____ Expiry Date: _____ Security Code: _____

Name on card _____ *(Three digit code on back of card)*

Please sign the declaration below and return this form, along with payment to:
Simcoe County Farm Fresh Marketing Association, Unit 13, 4 Alliance Blvd. # 227 Barrie, ON L4M 7G3

I, _____, certify and accept responsibility for ensuring the above information is correct and will be adhered to. I agree to the **minimum standards / code of ethics and responsibilities** as stated. I also give permission for my personal information listed above to be used for the purpose of publishing a directory of Simcoe County producers.

This Simcoe County Farm Fresh Membership is valid between **March 1, 2012 & February 28, 2013**. Membership eligibility, criteria, fees and benefits will be reviewed and may be modified annually.

Signature: _____ Date: _____



Simcoe County Farm Fresh

Questions to determine qualifications of Associate Member Group (*Farmers' Market/Local Food Retailer*)

Yes/No

	Is your market/ business located within Simcoe County? <i>(If located outside of the County, acceptance of membership will be at the discretion of the Board of Directors)</i>
	Are you committed to sourcing and selling local food/beverages?
	For Farmers' Markets - Are a minimum of 51% of the vendors farmers/producers? For Local Food Retailers – Is there a target of <u>at least</u> 25% of the food/beverage products offered for sale from Simcoe County? Members in this category must be able to produce evidence that they are meeting the qualifying criteria, if requested, by the association. Members are encouraged to source from other members of the association where possible.
	Do you demonstrate your commitment to sourcing and selling local food/beverage to your customers by; <ul style="list-style-type: none"> - Listing your farm partners on your web site, within your establishment? - Training your staff? - Educating your customers?
	Will you be an active and engaged member of Simcoe County Farm Fresh Marketing Assoc.?
	Will you act as a champion of local food/beverage in your community?

Code of Ethics for All Members

- Offer merchandise in best quality condition for sale.
- Present well-kept displays, menus, product lists plainly priced and described.
- Sell an honest pack or portion, well filled and meeting the stated grade.
- Use no false or deceptive statements.
- Adhere to the highest standards of honest advertising.
- Build business volume on customer confidence.
- Employ only neat, courteous, and informed sales/server staff.
- Maintain clean and attractive business premises and grounds.
- Provide ample, safe parking facilities.
- Observe all laws relating to business signage and (roadside) marketing.

Membership in this association may be withdrawn if these qualifications for membership are not maintained.

Simcoe County Farm Fresh Marketing Association Non-Profit Inc.

Unit 13, 4 Alliance Blvd., Suite 227, Barrie, ON L4M 7G3

P: 705 734-2075 F: 705 734-7633

info@simcoecountyfarmfresh.ca

www.simcoecountyfarmfresh.ca