



## 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 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 a **Farm / Producer Group** 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](http://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.(OCTA)
- 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](mailto:info@simcoecountyfarmfresh.ca)**



Simcoe County Farm Fresh  
**2012 Farm/Producer Membership Application**

**Farm/Business Name:**

---

**Product List** 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.

- Type of Operation:**     Pick your own     Farm Gate     On-Farm Market  
(Check all that apply)     Community Shared Agriculture     Phone/Internet Sales  
 Wholesale (I sell to the retail, restaurant/food service market)  
 Farmers' Market sales (*indicate in which farmers' markets you participate*)

---

Other (please name) \_\_\_\_\_

**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) \_\_\_\_\_



Simcoe County Farm Fresh

No Sunday Sales

**Farm Address:**

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

**Please provide detailed verbal directions to your farm. (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. "freezer beef is our specialty" 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](http://www.simcoecountyfarmfresh.ca) website please indicate **what, where, and when.**

Membership Fee: **\$125.00**  
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 criteria / 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: \_\_\_\_\_

## Questions to determine qualifications of Farm/Producer Group

Yes/No

	Are you engaged in the business of farming & food production, produced within Simcoe County? Note: For the purposes of membership, farming shall be defined as raising crops or livestock for food products for human consumption. <i>(If located outside of the County, acceptance of membership will be at the discretion of the Board of Directors)</i>
	Does a majority of your sales come from product originating from your farm operation? <i>Members in this category must be able to produce evidence that they are meeting the qualifying criteria, if requested, by the association.</i> <b>Members are encouraged to source from other members of the association where possible.</b>
	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](mailto:info@simcoecountyfarmfresh.ca)    [www.simcoecountyfarmfresh.ca](http://www.simcoecountyfarmfresh.ca)