



# Simcoe County Farm Fresh

## Welcome To Simcoe County Farm Fresh!

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, chefs, and caterers. 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.

Our mandate as an association is to "Promote to consumers the environmental, economic and health and flavour benefits of buying locally produced food, and more specifically food produced and marketed within the County of Simcoe."

**As a Farm/Producer group** of local food and food product providers, Simcoe County Farm Fresh Marketing Association works towards promoting the use of local products to the general public, food and hospitality industry.

### Benefits of joining SCFFMA

- Inclusion on the website [www.simcoecountyfarmfresh.ca](http://www.simcoecountyfarmfresh.ca)
- Listing on the Farm Fresh Paper Guide Map, (distributed 150,000 throughout Simcoe County for 2009)
- A quantity of SCFF marketing materials for each farm/business
- Distribution of marketing material in hundreds of locations throughout Simcoe County
- Advertising on various area media outlets. (i.e. radio, print etc.)
- News releases and media coverage.
- Community outreach/speaking events raising the awareness of local food.
- Associate Membership in Muskoka & District Chef's Association (*as a member of SCFFMA, this entitles you to attend the chefs monthly meetings*)
- Special Organized Events and Networking Opportunities (i.e. Savour Simcoe, Farmer/Chef networking)
- Networking with other producers, markets and restaurant members to actively advance the use of local farm fresh products.
- Posting of your own special event on the "Upcoming Events" section of the SCFF website
- Opportunity to participate in industry workshops and seminars on issues related to agriculture, food and marketing of your products.

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

## 2010 Farm/Producer Membership Form

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

Product List for printed map and website listings: **List food products for human consumption**

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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
  - Country Market
  - Community Shared Agriculture
  - Phone/Internet Sales
  - Wholesale (retail, restaurant/food service market)
  - Farmers' Market sales (please indicate 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 # \_\_\_\_\_

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) \_\_\_\_\_  
\_\_\_\_\_  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 2010 mentioned in the "Upcoming Events" section on the [www.simcoecountyfarmfresh.ca](http://www.simcoecountyfarmfresh.ca) website please indicate **what, where, and when.**

\_\_\_\_\_  
\_\_\_\_\_  
**Please sign the declaration below and return this form, along with a cheque for \$100.00 payable to:**

***Simcoe County Farm Fresh Marketing Association,***  
**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 code of ethics 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 2010 membership is valid between March 1, 2010 and February 28, 2011. Membership eligibility, criteria, fees and benefits will be reviewed and may be modified annually.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT *MUST BE RECEIVED BY***  
**MARCH 12, 2010** TO GET ON THE 2010/2011  
FARM FRESH PRINTED GUIDE MAP

## **Code of Ethics for Farmer/Producer and Associate Members of Simcoe County Farm Fresh Marketing Association.**

- Grow, raise or serve a substantial portion of food commodities offered for sale from Simcoe County.
- Offer for sale only merchandise in best quality condition.
- 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.
- Be an active member of the Simcoe County Farm Fresh Marketing Association.

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

Simcoe County Farm Fresh Marketing Association Non-Profit Inc,  
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)