**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. For further information on strategic priorities, click here: [http://www.simcoecountyfarmfresh.ca/about.php](http://www.simcoecountyfarmfresh.ca/about.php)

**Background & Facts:**
- **Simcoe County Farm Fresh Marketing Association** (SCFFMA) was formed as a grass-roots organization in 2004 and became an incorporated non-profit marketing association in 2007. It is member driven and is governed by 7 volunteer board of directors, who are also members of SCFFMA.
- Members include farms/ producers, farmers’ markets, restaurants, caterers, accommodators, local food retailers, micro-processors and educators. Members must meet minimum criteria to join.
- SCFFMA’s Annual General Meeting takes place in conjunction with the Central Ontario Agricultural Conference.
- SCFFMA membership fees are pooled to leverage funding from a variety of sources. We have been able to keep member fees nominal, because to-date, we have been able to garner support through grants, (municipal, provincial, county, and federal), community supporters, fundraisers (Savour Simcoe), sponsors etc.
- The $ value of the overall marketing costs and benefits, far outweigh the cost of individual membership fees.

**Testimonials from our members:**

“In October 2012, we became a member from Simcoe County Farm Fresh. SCFF has helped us to promote our business, introduced us to new customers and businesses, as well was a great help in finding the right information we needed to move forward with our business.”  **Hans & Saskia Sloeserwij, Say Cheese.**

“We have noticed customers tell us they have found our farm because of the map and also when we mention we are part of Simcoe County Farm Fresh, they tell us they have heard of it. We are proud to be a member.”  **Shanna and Tom Bourgeois, Shantom Farms**

"As a chef I have found Simcoe County Farm Fresh to be a great resource to help me find the fresh locally grown foods clients are asking for. It is important to understand the relationship between what I serve and where it comes from. Simcoe County Farm Fresh has really made that easier for me."  **Chef Daniel Clements**

“I have been a member since the start of Simcoe County Farm Fresh, when I moved from Toronto to open my fine dining restaurant. This membership has been extremely beneficial to my business and now other places of employment, not only for the marketing exposure but for the connections I have made over the last 7 years with amazing farmers and producers, as well as chefs in the region. This buy local food association supports my beliefs as a chef and makes it easier to get products to my kitchen.”  **Chef Ivars Rasa**

**97.5% of members answered YES! when asked** – “In the time you have been a member; has there been an increase in the number of people who visited your farm/food business/market because you were listed or mentioned on the S.C. farm fresh website, printed guide map, on social media or your participation in events organized by SCFF?”
Summary of Simcoe County Farm Fresh Accomplishments and Activities:

- **Printed Buy Local Guide Map** - The 2013 edition of this extremely popular marketing tool was the 5th version. The never before available guide map, gives consumers a tool they can use to find where, who, what local food is close to them. Our members have told us they have seen new customers because of this alone. We printed 50,000 maps in 2013, adding to 320,000 printed in past years.

- **Agri-Culinary Tourism Development** – Launched in the summer of 2013, in response to a growing interest in authentic local food/drink experiences and the economic development opportunities, we piloted a new agri-culinary tourism initiative: “Huronia Food Trail” (HFT) – in the municipalities of Tiny, Tay, Midland and Penetanguishene linking locally grown products & experiences to tourists through farms, restaurants, B & B’s, resorts & attractions through a branded tourism trail: “Huronia Food Trail – Sentier des saveurs.” [www.huroniafoodtrail.ca](http://www.huroniafoodtrail.ca)

  *It is our intention to further develop agri-culinary tourism opportunities in the rest of Simcoe County in the next few years through partnerships and associations.*

- **Savour Simcoe event**: Simcoe County’s premier local food & drink, farmer/chef pairing event. 2013 marked the 6th Annual “Savour Simcoe” - “Celebrating our Heritage, Agriculture and Regional Cuisine”. This growing and well received one-day event has attracted farmers, chefs, wineries, micro-breweries from Simcoe County and surrounding areas, on the beautiful grounds of the Simcoe County Museum. Our guests have told us they have turned Savour Simcoe into their annual “must-do” event. The accolades and positive responses have been overwhelming, both from our guests and participants. New business relationships have formed and new customers have been found as a result. [www.simcoecountyfarmfresh.ca/savoursimcoe](http://www.simcoecountyfarmfresh.ca/savoursimcoe) “Savour Simcoe” is the recipient of the 2013 “Ontario Culinary Event of the Year” awarded at the Ontario Tourism Awards of Excellence.

- **Farmer/Chef/Foodservice Networking events**: to-date we have held 4 events, *(with a fifth with partners in early 2014)* and continue to look for ways to work with local food service operators to bring more local food on local menus.

- **Our On-line presence**: Our website is very well travelled. [www.simcoecountyfarmfresh.ca](http://www.simcoecountyfarmfresh.ca) has 20,000 – 50,000 unique visits per month and growing.

  **Social Media** is growing and has increased the way we have raised awareness of the importance of local food and those who provide it.

  **Facebook**: facebook.com/Simcoe County Farm Fresh - over 3,250 “likes”

  **Twitter**: @SavourSimcoe over 1, 860 “followers”

  Our members see being a part of an on-line presence through Simcoe County Farm Fresh, as a vital way for their customers to find them. In many cases, it’s the only way they have been found, and has made the linkages possible, where none existed before.

- **Traditional Media (Television, Print, radio):**

  Both purchased and in-kind media coverage has meant increased traffic to our website and directly to our members. Reporters/journalists use the Simcoe County Farm Fresh website as their FIRST resource to find a member in order to write a story. This has resulted in NUMEROUS stories and interviews throughout the County and Province. *Well over 2,000,000 media impressions have been made with both purchased and in-kind media coverage.*
• Our Board of Directors feels that it’s important to stay connected and active in what is happening around us when it concerns the Food/Agricultural sector.

**We are currently active participants on the steering committees for:**
- Regional Food Distribution Hub - Feasibility Study
- International Plowing Match – Simcoe County 2014
- Food Partners Alliance of Simcoe County
- Simcoe County Food and Agriculture Charter
- Central Ontario Agricultural Conference

• We have provided numerous opportunities for our members to participate in *industry workshops and seminars* related to agriculture and food marketing. I.e. in 2013, there were 6 learning opportunities through: Central Ontario Agriculture Conference, Huronia Economic Alliance Summit, OMAFRA Food Safety workshop, Huronia Food Trail workshop/networking sessions.

• **We produce a Monthly e-newsletter** for all members, community and municipal partners, keeping up-to-date on association news and opportunities throughout the year.

• **We are continuously participating in** and have attended hundreds of public speaking events, and venues throughout the County and beyond to promote our region, educate about local businesses and products and the importance of our local food system.

• **We have forged partnerships & relationships** with a variety of community partners & supporters who have assisted us in moving forward over the years. They include: OMAF/RA, County of Simcoe depts. – GIS, Tourism, Museum, Economic Development, Municipal partners, Muskoka & District Chef’s Assoc., Simcoe Muskoka District Health Unit, North Simcoe Community Futures, Nottawasaga Community Futures, Georgian College, RT07 (BruceGreySimcoe), Ministry of Tourism, Ontario Culinary Tourism Alliance, Service Clubs, Simcoe County Food Partners Alliance, area DMO’s, and Agricultural commodity groups and associations.

• **SCFFMA has initiated research studies** which have become the basis for developing two areas of further investigation and execution; “Growing Links – Simcoe County Food Distribution Research Project” was used to garner funding for the current feasibility study of a regional food distribution hub. “Savouring the Potential: Developing culinary tourism in Simcoe County” was used to garner funding for PILOTing of the Huronia Food Trail initiative.

• **Simcoe County Farm Fresh has spearheaded** the co-ordination of the Ontario Regional Buy Local Food systems/organizations from across the province.

• **SCFFMA is the recipient of a 2013 Simcoe County Food & Agriculture Charter Champion Award for “Best Agricultural Club or Association”**

**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 Printed Guide Map
- 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. web, 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

**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 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 the code of ethics is not maintained.**

Simcoe County Farm Fresh Marketing Association
Unit 13 – 4 Alliance Blvd. Suite 227 Barrie, ON L4M 3N7 *(Mailing address only)*
P: 705 734-2075 F: 705 734-7633 info@simcoecountyfarmfresh.ca
2014 Membership Application
(Restaurant/ Caterer/ Accommodator / Educator / Micro-processor)

Name of Business/Organization: ____________________________________________________________
_____________________________________________________________________________________

Type of Operation: Please indicate each category which applies to your operation.

☐ Restaurant / Caterer  ☐ Accommodator  ☐ Micro-processor  ☐ Educator / School  ☐ Other (please specify) _________________________________________________________________

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: _______________________________________________________________________________________

Social Media: Twitter / Facebook Account ___________________________________________________________

Mailing Address: __________________________________________________________________________________

Town/City: __________________________ Postal Code: ________________________________________________

Location Address for Public (if different from above):
___________________________________________________________
___________________________________________________________

Business Hours: (include months and days of week) ____________________________________________________
___________________________________________________________
Please include a list of **sources** (farms/producers) of Simcoe County Farm product you use or sell in your products / business.  See bottom of this page for Qualifications. (Use another page if needed)

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 Local Food Dinner!”)

**Special events** (if you would like your special event mentioned in the “Upcoming Events” section on the [www.simcoecountyfarmfresh.ca](http://www.simcoecountyfarmfresh.ca) website please indicate **what, where, and when.**) Use reverse if needed.

**Questions to determine qualifications of**

**Member Group (Restaurant/ Caterer/ Hotel / Resort / Educator / School/ Micro-processor)**

<table>
<thead>
<tr>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Is your business located within Simcoe County? (If located outside of the County, acceptance of membership will be at the discretion of the Board of Directors)</strong></td>
</tr>
<tr>
<td><strong>Are you committed to sourcing and serving local food?</strong></td>
</tr>
<tr>
<td><strong>Do you source from a minimum of Four (4) Simcoe County producers/farms OR a minimum (10) Ten products</strong> that are actively sourced throughout the year?  <em>(Names of sources and products must accompany membership application and sources must be from Simcoe County farm/producers)</em> Members in this category must be able to produce evidence that they are meeting the qualifying criteria, if requested, by the association. <strong>Members are encouraged to source from other members of the association where possible.</strong></td>
</tr>
<tr>
<td><strong>Do you demonstrate your commitment to sourcing and serving local food to your customers by;</strong></td>
</tr>
<tr>
<td>- Listing your farm partners on your web site, on your menus, within your establishment?</td>
</tr>
<tr>
<td>- Training your staff?</td>
</tr>
<tr>
<td>- Educating your customers?</td>
</tr>
<tr>
<td><strong>Will you be an active and engaged member of Simcoe County Farm Fresh Marketing Assoc.?</strong></td>
</tr>
<tr>
<td><strong>Will you act as a champion of local food/beverage in your community?</strong></td>
</tr>
</tbody>
</table>

**Member Group (Restaurant/ Caterer/ Accommodator / Educator / Micro-processor)**
Membership Fee: $195.00

$100 fee for each additional listing in 2014 printed local food guide map.

Number of additional listings ____ x $100.00 ea

**Huronia Food Trail** $200.00

13% HST $____________

**Total Payment Amount:** $____________

☐ Please check if you do **NOT** want to be included in the 2014 (Printed) Local Food Guide Map.

Please indicate method of payment:

☐ Visa
☐ MasterCard
☐ Cheque

Card Number: ___________________________ Expiry Date: _____________ Postal Code: ___________
(Of card holder)

Name on 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 OR fax to 705 734-7633 OR scan and email to info@simcoecountyfarmfresh.ca

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 Farm Fresh members.

This Simcoe County Farm Fresh Membership is valid between March 1, 2014 & February 28, 2015. Membership eligibility, criteria, fees and benefits will be reviewed and may be modified annually.

Signature: ________________________________ Date: ________________________________

NOTE:

- Membership MUST be paid by March 1, 2014 in order to receive a listing in the (printed) 2014 Local Food guide map.

- Custom ad space & specs for the (printed) 2014 Local Food guide maps will be offered separately.

**See Huronia Food Trail Participant Information Sheet**