



## 2009 Membership Information

### What is Kawartha Choice FarmFresh?

We are a group of farmers, producers, chefs and retailers who focus on promoting agricultural products grown and produced in the Kawartha Region.

Our purpose is to create a brand to identify these products for our consumers, who are eager to support our local farms and businesses.

Our members are those individuals, farms, partnerships or corporations who produce and sell within Peterborough County and the City of Kawartha Lakes. The Kawartha Choice FarmFresh logo is assurance to our customers of the integrity of our Kawartha grown products.

Kawartha Choice FarmFresh participates in fairs, trade shows and local food events to educate and inform consumers on the variety and availability of local Kawartha products.

### Types of Memberships

- Producers – those who grow or produce and sell food products
- Farmers' Markets – established Farmers' Markets in the Kawartha Region
- Food Services – those who prepare food from locally grown or produced products
- Agri-tainment – those who offer an entertaining or educational experience on the farm

### Local Food Guide

To participate in our 2009 Local Food Guide there is a fee of \$100.00

This fee will offset the cost of production, promotion and distribution. The Local Food Guide will be distributed through media sources, tourism kiosks, food shows, fairs, tours, Regional and Municipal offices, Farmers' Markets, Kawartha Choice FarmFresh members, etc. The Local Food Guide includes your listing along with contact information, the type and venue where your products are sold and your location on the Kawartha Region map.

### Membership Benefits

- The use of the well established Kawartha Choice FarmFresh logo and branding.
- A listing on the new Kawartha Choice FarmFresh website at [www.kawarthachoice.com](http://www.kawarthachoice.com). The website contains your listing with contact information, location and a brief description.
- Link from the Kawartha Choice FarmFresh website to your personal website to further advertise your business.
- Marketing and promotional items available through Kawartha Choice FarmFresh, including a sign for new members, and the option to purchase aprons, promotional stickers and other updated items.
- Opportunity to participate in industry workshop and seminars on issues related to agriculture, food, business and marketing of your products.
- Opportunity to participate at fairs and educational displays to promote local food, including the Royal Agricultural Winter Fair.
- Opportunity to supply food for many events and functions.
- Networking with other producers, markets and restaurant owners to actively advance the use of fresh, local products.



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### Membership Criteria

Membership criteria have been established to demonstrate to consumers that our initiative is genuine and that there is integrity in the membership. We believe strongly in supporting our local farmers and that by buying and supporting Kawartha Choice FarmFresh, consumers can do the same.

The Kawartha Choice FarmFresh “buy local region” includes the County and City of Peterborough and the City of Kawartha Lakes.

### **Farm Membership**

- Farm is located within the Kawartha Choice FarmFresh “buy local region”
  - Sell primary products, of which a minimum of 80% is grown in the Kawartha Choice FarmFresh “buy local region”. Primary products may consist of fresh fruits, vegetables, cut flowers, plants, mushrooms, sprouts, grains, herbs, shell eggs, etc.
- Or
- Sell on-farm, value-added, ready-to-eat products in which the defining ingredient(s) is grown on or produced on the farm
- Or
- Sell off-farm value-added, ready-to-eat products in which the 1<sup>st</sup> ingredient on the label or a minimum of 51% of the product by weight is grown on or produced by on the farm

### **Farmers’ Market Membership**

- Be an existing Farmers’ Market within the Kawartha Choice FarmFresh “buy local region”

### **Food Services Membership**

- Business is located within the Kawartha Choice FarmFresh “buy local region”
  - Food services businesses include restaurants, caterers, hotels, conference centres, wineries, breweries, or other food suppliers/sellers?
  - A minimum of 15% of food purchases from May through October are grown in the “buy local region”
- Or
- A minimum of \$25,000 is spent on, food grown in the Kawartha Choice FarmFresh “buy local region” from May through October.

### **Agri-tainment Membership**

- Farm/Business located with the Kawartha Choice FarmFresh “buy local region”
- Offer an entertaining and/or educational opportunity for the public specifically focusing on agriculture