



SAVOUR OTTAWA MICROPROCESSOR BENEFITS

Why Join Savour Ottawa?

Savour Ottawa highlights and provides official recognition of your business' commitment to use local food and support local farmers.

As a Microprocessor member you will have the following benefits:

Promotion

- Individually profiled on www.savourottawa.ca, which increases traffic to your website
- Profiled at events, in media opportunities, Savour Ottawa advertisements, and much more! *Savour Ottawa, and its members, have received significant media coverage over the years, and it is continuously increasing.*
- Receive four Savour Ottawa trading card booklets highlighting your businesses commitment to local farmers
- Receive a window decal and tabletop easel (8.5" x 6.5") indicating your membership, and opportunity to purchase other promotional materials for your business, including Savour Ottawa stickers to placed on products
- Use of the Savour Ottawa logo and other promotional materials to promote your local business
- Opportunity to participate in seasonal media promotions (ie. maple syrup, berries, BBQ, harvest & winter delights), as well as events and festival partnerships
- Part of a provincial initiative, the Ontario Culinary Tourism Alliance

Business Development

- Opportunities to become more aware of and connect directly with local producers
- Invited to participate in business opportunities, mini-trade shows, promotions, events and meetings, at no (or minimal) cost
- Invitation and free admission to the Savour Ottawa Farmer-Buyers Meet & Greet (early March)
- Exclusive access to the Savour Ottawa Online Inventory, which is currently in development; *a business-to-business tool that will assists in selling to restaurants, independent retailers, etc*

Verification

- Verified as meeting the minimum membership criteria, and therefore supporting local farmers.

Savour Ottawa's 'buy local' definition

Savour Ottawa's 'buy local region' includes the City of Ottawa, its neighbouring counties and the Outaouais. This includes the counties of Prescott Russell; Stormont, Dundas & Glengarry; Leeds & Grenville; Lanark; Renfrew; and Frontenac; and the Outaouais including the City of Gatineau.

This definition is based on the Canadian Food Inspection Agency's geographic definition of local.

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