SAVOUR OTTAWA PRODUCER BENEFITS

Why Join Savour Ottawa?

As a producer you will have the following benefits:

Promotion

- Receive four bilingual promotional posters outlining your farm story, products, production practices and more. *(valued at, minimum, $50 for the set)*
- Opportunity to purchase other promotional materials for your farm at production cost
- Individually profiled on www.savourottawa.ca, which increases traffic to your website
- Profiled at events, in media opportunities, social media and other promotional opportunities as they develop. *Savour Ottawa, and its members, have received significant media coverage over the years, and it is continuously increasing*
- Use of the Savour Ottawa logo and other promotional materials to promote your local farm
- Opportunity to participate in seasonal media promotions (ie. maple syrup, berries, BBQ, harvest & winter delights), as well as event and festival partnerships
- Included in the web-based Ottawa Buy Local Food Guide on www.justfood.ca
- Part of a provincial initiative, the Ontario Culinary Tourism Alliance

Business Development

- Opportunities to become more aware of and connect directly with local food buyers, if interested
- Invited to participate in business opportunities, mini-trade show, promotions, events, and meetings at no (or minimal) cost
- Invitation and free admission to annual Savour Ottawa Farmer-Buyer 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 a local producer, under FarmersôMarkets Ontario (FMO) Verified Local FarmerÈ program

Savour Ottawa's Definition of Local

Savour Ottawaôs ôbuy local regionôincludes 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.

This definition is based on the Canadian Food Inspection Agencyôs geographic definition of local.

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