



MEMBERSHIP INFORMATION – PRODUCER CATEGORY

Savour Ottawa overview

Savour Ottawa develops and promotes Ottawa and area as a premier year-round culinary destination, with robust offerings of local foods and experiences for both locals and visitors to the area

Savour Ottawa is a joint initiative of Ottawa Tourism, Just Food and the City of Ottawa.

Visit www.SavourOttawa.ca for additional information.

Why be part of Savour Ottawa?

Savour Ottawa producer members

- Have opportunities to become more aware of and connect directly with local food buyers and supporters.
- May use the Savour Ottawa logo and other promotional materials to promote that they are a local farmer.
- Will receive profile on www.savourottawa.ca
- Will be invited to participate in promotions, events, meetings, and other Savour Ottawa opportunities.
- Will receive invitation and free admission to the Farmer-Chef Meet & Greet event in February 2009.
- Will be included in the 2009 web-based Ottawa Buy Local Food Guide.
- Will have access to the online inventory

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. This definition is based on the Canadian Food Inspection Agency's geographic definition of local. Producer members of Savour Ottawa must operate within this 'buy local region'.

About Savour Ottawa producer memberships

- The Savour Ottawa Producer Membership criteria were developed with feedback from focus group meetings of local producers and the Savour Ottawa Membership Working Group (2007).
- In 2007 Farmers' Markets Ontario (FMO) developed and piloted a Certified Local Farmer Program in consultation with farmers and producers, including feedback from the Savour Ottawa Membership Working Group. This annual certification will streamline the application & verification process for producers at all farmers' markets and will identify the certified producer to the Savour Ottawa Food Service Members and consumers alike.
- Membership criteria will be reviewed annually.

Savour Ottawa

c/o Just Food, 501-280 Metcalfe Street, Ottawa, Ontario K2P 1R7

Tel: 613-236-9300, ext. 305 Fax: 613-236-7060

heather@justfood.ca www.savourottawa.ca

"Come for the Freshness



Stay for the Fun!®

CERTIFIED LOCAL FARMER & CERTIFIED LOCAL PRODUCER STANDARDS

2008

(to be updated for 2009)

The purpose of these standards is to ensure and protect the integrity of the Local Farmer and Local Producer at Ontario's farmers' markets and in their local food chain. These standards will give the market patron, restaurant chef, inn or resort operator confidence that they are buying farm-fresh local products directly from the farmer or producer that grew or made them. They will also give Ontario's farmers' market leaders the confidence that their vendors are the "real thing" - farmers selling directly to shoppers.

Most importantly, these standards will benefit the "real" farmer by differentiating them and their farm fresh local produce from other vendors. These standards will give farmers improved access to new markets and consumers including chefs, retailers and institutions at farmers' markets and by other means. They will also help real farmers get fair prices for their produce.

A Certified Local Farmer:

1. Establishes that they are a farmer & actively engaged in farming by providing:

- a farm business registration number (farm sales over \$7K)
- a tax bill or rental agreement(s) for land base
- a list of crops
- farm bills that demonstrate the farm is growing the variety & volume of items listed – seeds, fuel, repairs, utilities etc

And **participates in farm visit to confirm the above**

Or provides proof of certification from one of the following:

- Centre for Systems Integration (CSI)
- Eco-Cert Canada
- Demeter Canada
- Organic Crop Producers & Processors Inc. (OCPP)
- Organic Crop Improvement Association Canada (OCIA)
- Quality Assurance International Inc. (QAI)
- Quality Management Institute (QMI)

2. Sells:

□ Primary Products

- fresh or unprocessed fruit, vegetables, cut flowers, plants, nuts, mushrooms, sprouts, grains, legumes, herbs & shell eggs
- pure honey (farmer is registered beekeeper) & pure maple syrup
- fresh, frozen or dried meat, poultry & fish
- Christmas trees & boughs (from the farmer's property)
- horticulture & floriculture products

- ### **□ On-farm Value-added & Ready-to-eat Product(s)** in which the defining ingredient(s) is grown and/or produced and processed on the farm by the farmer in accordance with government regulations & inspections

- ### **□ Off-farm Value-added & Ready-to-eat Product(s)** in which the 1st ingredient on the label or a minimum of 51% of the product by weight, measured prior to processing, is grown and/or produced by the farmer (confirmed by the recipe & processor receipts) in accordance with government regulations & inspections

3. Enjoys the following benefits:

- a certificate & certification card
- a market stall certification sign
- use of the certification logo
- access to a province-wide farm to business data base
- Profile on Farmers' Markets Ontario (FMO) website



MEMBERSHIP APPLICATION – PRODUCER CATEGORY

valid until 2009-12-31

Applicant contact information

Proper Business name (English): _____

Proper business name (French): _____

Mailing address: _____

City: _____ Province: _____ Postal code: _____

Main contact person: _____ Title: _____

Contact tel: (_____) _____ Ext. _____ Contact email: _____

Information available to the public on www.savourottawa.ca

Location address for public (if different from above): _____

Public tel: (_____) _____ Public email: _____

Website: _____

Eligibility

- Yes, my farm is located in Savour Ottawa’s “buy local region”. Check the city, county or region in which your farm is located:**
- | | | | |
|---------------------------------|---|---|--|
| <input type="checkbox"/> Ottawa | <input type="checkbox"/> Prescott Russell | <input type="checkbox"/> Stormont, Dundas & Glengarry | <input type="checkbox"/> Leeds & Grenville |
| <input type="checkbox"/> Lanark | <input type="checkbox"/> Renfrew | <input type="checkbox"/> Frontenac | <input type="checkbox"/> Outaouais |

Criteria

Savour Ottawa producer members must be certified by Farmers’ Markets Ontario with members from the Outaouais meeting the same requirements. Membership will be conditional from January 1, 2009 until certification has been obtained and all Savour Ottawa criteria met. Timing of certification visit will depend on the nature of the product (i.e. maple syrup and meat products can be certified in March followed by greenhouse production and finally field crops).

Producer inventory form and farm profile document will be sent to members to be filled in separately.

***Savour Ottawa local food** is defined as food being grown, raised and harvested from within the City of Ottawa; the counties of Prescott Russell, Stormont, Dundas & Glengarry, Leeds & Grenville, Lanark, Renfrew, and Frontenac; or the Outaouais.

Benefits

Producer members will receive:

- identification as a Savour Ottawa member
- access to and use of the Savour Ottawa logo, as per the terms of use developed by Savour Ottawa
- access to a list of Ottawa-region buyers
- profile on www.savourottawa.ca
- invitations to all appropriate Savour Ottawa promotions, events, meetings, and other Savour Ottawa opportunities
- exclusive invitation and free admission to the Farmer-Chef Meet & Greet event in February 2009
- ability to buy Savour Ottawa promotional materials, e.g. signs, stickers, etc. for additional promotion
- inclusion in the 2009 web-based Ottawa Buy Local Food Guide
- exclusive access to the online inventory initiative

Fees & payment

The following Savour Ottawa producer member fee options are available to businesses that have met the preceding eligibility and criteria. **Remember to attach a copy of your valid certification(s) to this application, if possible.**

My farm/operation has:

- gross sales of **less than \$50,000 annually** **\$50 fee**
- gross sales of **more than \$50,000 annually** **\$100 fee**

All fees are non-refundable.

- Pay by cheque payable to "Social Planning Council of Ottawa", write 'JF – Savour Ottawa' in the Memo, and mail your completed application to the address below,

OR

- Pay by credit card, and fax your completed application form to 613-236-7060. Please note that your credit card will be processed by the 'Social Planning Council of Ottawa' and will appear on your statement as such.

Credit Card Type (Please circle one) Visa Mastercard

Card Number: _____ Expiry Date: _____

Cardholder Name: _____ Cardholder Signature: _____

- **This Savour Ottawa membership is valid between January 1, 2009 and December 31, 2009. Membership eligibility, criteria, fees and benefits will be reviewed, and may be modified, annually.**
- **Membership will be validated during 2009 requiring the submission of information related to the crops grown, livestock raised etc. and a farm/operation visit will be conducted in accordance with the attached Certified Local Farmer program from Farmers' Markets Ontario.**

- Yes, I confirm that I grow, harvest or produce the food that I sell, and that I understand and support the terms of this Savour Ottawa membership for 2009.**

Name

Signature

Savour Ottawa

c/o Just Food (attn: Heather Hossie), 501-280 Metcalfe Street, Ottawa, Ontario K2P 1R7

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