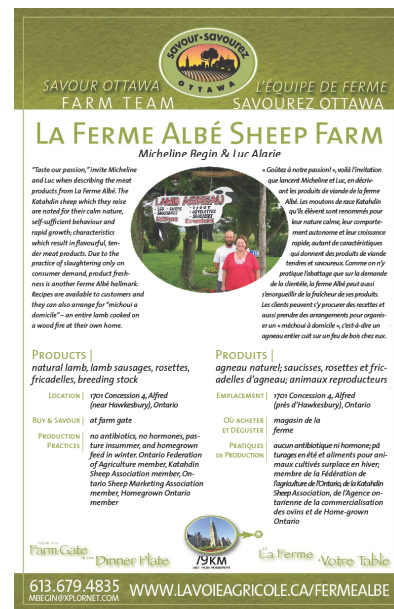


FOR PRODUCERS



What is Savour Ottawa

- **The objectives of Savour Ottawa are threefold:**
 - Provide business development opportunities for all members
 - Provide promotional opportunities for all members
 - Aim for integrity within the initiative, through verification of all members
- Savour Ottawa is a membership based initiative. Decisions affecting the members are discussed at the annual meeting each November.
- All membership criteria are developed with industry members.
- An Advisory Committee meets monthly to provide ideas, feedback and suggestions for the initiative. It is composed of members and is listed on the Savour Ottawa website.
- The Steering Committee is composed of the lead partners on the initiative: City of Ottawa, Just Food and Ottawa Tourism.



Benefits of Membership

As a producer you will have the following benefits:

Promotion

- Receive four promotional posters outlining your farm story, products, production practices and more. (valued at minimum, \$50 for the set) – *see example above*
- Opportunity to purchase other promotional materials for your farm
 - available at cost (\$6 for 2,500 stickers), or less (cards subsidized at 2/3 of cost, \$100 for 750 cards)
- Individually profiled on www.savourottawa.ca
- Profiled at events, in media opportunities, and other promotional opportunities as they develop. *Savour Ottawa, and its members, have received significant media coverage over the last year, 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)
- Included in the web-based Ottawa Buy Local Food Guide

Savour Ottawa

c/o Just Food
280 Metcalfe Street, Suite 501
Ottawa, ON K2P 1R7

613-236-9300 ext.305
heather@justfood.ca
www.savourottawa.ca





Benefits Continued ...

Business Development

- Opportunities to become more aware of and connect directly with local food buyers, if interested
- Exclusive access to the Savour Ottawa Online Inventory
 - a business-to-business tool that will assist you in selling to restaurants, independent retailers, etc.
- Invited to participate in business opportunities, promotions, events, and meetings
- Invitation and free admission to the annual Savour Ottawa Farmer-Chef Meet & Greet (held early winter)

Verification

Verified as a local producer, under the Farmers' Markets Ontario (FMO) local farmer verification program. FMO is currently covering all costs associated with the verification program.

*The Savour Ottawa philosophy to support local food producers through events such as the “Meet and Greet” sessions has given our Co-operative the opportunity to expand our beef business with a number of local restaurants, catering businesses and food retailers, and the “local” certification provided by Savour Ottawa has no doubt given additional credibility to our young Co-operative. **Ken Stewart, Fitzroy Beef Farmers Co-operative***

*becoming a member of Savour Ottawa has been one of the best decisions I have made for my farm business. The opportunities created are very strategic: for instance the annual Savour Ottawa Farmer-Chef Meet & Greet provides an opportunity to interact directly with potential buyers. Not only have I gained several clients through this event (and this is but one of many opportunities), but working with people who are dedicated to serving great food and are supportive of local farms regardless of their size or the seasonal nature of their product is a great pleasure. Savour Ottawa has been instrumental in creating this possibility. **Aartje denBoer, The Pickle Patch***

Cost of Membership

- Gross farm revenue under \$50,000 – membership fee: \$50
 - Gross farm revenue over \$50,000 – membership fee: \$100
- This is on the honour system – there is no verification or audit of your gross farm revenue.*

For More Information

Visit www.SavourOttawa.ca and/or contact Heather at the contact information listed below. Membership applications are available on the website, under “membership”.

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Partner:

