



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.

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)
- 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 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

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.

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.

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 Verified Local Farmer Program in consultation with farmers and producers, including feedback from the Savour Ottawa Membership Working Group. This annual verification will streamline the application & verification process for producers at all farmers' markets and will identify the verified producer to the Savour Ottawa Food Service Members and consumers alike.
- Membership criteria will be reviewed annually.

"Come for the Freshness



Stay for the Fun!®

CERTIFIED LOCAL FARMER & CERTIFIED LOCAL PRODUCER STANDARDS 2008

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 2010-12-31

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, 2010 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.

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Fees, payment & signature

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:

- | | |
|--|------------------|
| <input type="checkbox"/> gross sales of less than \$50,000 annually | \$50 fee |
| <input type="checkbox"/> gross sales of more than \$50,000 annually | \$100 fee |

All fees are non-refundable.

- Pay by cheque payable to "Just Food", 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, 2010 and December 31, 2010. Membership eligibility, criteria, fees and benefits will be reviewed, and may be modified, annually.**
- **Membership will be validated during 2010 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 Verified Local Farmer program from Farmers' Markets Ontario.**

➤ **By signing this application I am confirming the following:**
Please check each box as you read, understand and agree to it.

- I understand that my membership in Savour Ottawa is dependent upon a successful inspection of my farm.
- I verify that I grow, raise or produce the products identified on my 'Agricultural Production Plan' and will therefore be sold as 'Savour Ottawa verified' products.
- I verify that if I sell product that is not produced on my farm, that the product is clearly identified to all buyers as a product from another farm and / or distributor, and that I do not use Savour Ottawa marketing materials (stickers, etc) on these products.
 - **At farmers' markets** I clearly identify the originating farm and location (ie. region) of the products that have not been grown, raised and produced on my land. Those products are physically separated, and clearly differentiated (through signage) from my on-farm products.
 - **At farm gate** I clearly identify the originating farm and location (ie. region) of the products that have not been grown, raised and produced on my land. Those products are physically separated, and clearly differentiated (through signage) from my on-farm products.
 - **When selling to restaurants, retailers or microprocessors** I clearly identify the originating farm and location (ie. region) of the products that have not been grown, raised or produced on my land.
- I understand and, if required, will follow the Savour Ottawa complaint process when issuing a complaint or when receiving a complaint against myself or my operation. The complaint process is outlined below.
 - All complaints against another Savour Ottawa member must be issued in writing, by the individual making the complaint (*email submissions are sufficient*)
 - The letter will be reviewed and if it is deemed appropriate, a letter from Savour Ottawa will then be issued to the individual against whom the complaint is lodged. The letter will be a reminder of Savour Ottawa regulations and will ask for a written response within 4 days of having received it (*an email response is satisfactory*).
 - The Savour Ottawa Steering Committee will review the written response and make a decision as to next steps and appropriate actions. Appropriate actions may involve sharing some of the information with Farmers' Markets Ontario (FMO), FMO inspectors, Board of Directors (of partner organizations) and / or the Savour Ottawa Advisory Committee. All information will be kept confidential, where possible.
 - Savour Ottawa reserves the right to alter or change the complaint process. If this is done all Savour Ottawa members will be notified of the changes.
- I understand that this membership is valid between January 1, 2010 and December 31, 2010. Membership eligibility, criteria, fees and benefits will be reviewed, and may be modified, annually. All reviews and modifications will be completed only with feedback and consultation with Savour Ottawa members.
- I understand and support all of the terms of my Savour Ottawa 2010 membership.
- I understand that if I violate any terms of the Savour Ottawa membership, that my membership can be revoked, effective immediately.

Name

Signature

Date