



## MEMBERSHIP INFORMATION – RETAILERS CATEGORY

### Savour Ottawa

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](http://www.SavourOttawa.ca) for additional information.

### Why be part of Savour Ottawa?

Savour Ottawa food service members

- Use of the Savour Ottawa logo and other promotional materials to promote their support and use of local food to the public.
- Have opportunities to become more aware of and connect directly with local food producers.
- Will receive profile on [www.savourottawa.ca](http://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 2010.
- Exclusive access to online inventory initiative

### 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. Food service members of Savour Ottawa must operate within this 'buy local region'.

### About Savour Ottawa food service memberships

- The membership criteria for Savour Ottawa Retailer Members were developed in consultation with local retailers. Membership criteria will be reviewed, and may be modified, annually.
- The 2010 membership criteria reflect both our short growing season and the reality of our currently limited supply of local food. However, as it is expected that the supply of local food will increase, membership criteria will be reviewed annually.
- Applicants will be asked to submit background documentation to validate their membership. See the membership application form for details.

### 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](mailto:heather@justfood.ca) [www.savourottawa.ca](http://www.savourottawa.ca)



## MEMBERSHIP APPLICATION – RETAILER 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](http://www.savourottawa.ca)

Location address for public (if different from above): \_\_\_\_\_

Public tel: (\_\_\_\_\_) \_\_\_\_\_ Public email: \_\_\_\_\_

Website: \_\_\_\_\_

### Eligibility

- Yes, my business is located in Savour Ottawa's "buy local region". Check the city, county or region in which your business 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 / membership level

#### Retail stores with food sales under \$15 million

**MEMBER** – Retail members in this category **must meet one of the criteria** below, and are asked to **submit a list of their local food\* providers accompanying this application.**

- Minimum 10%** of food purchases from Jan – Dec are sourced from verified Savour Ottawa members  
OR
- Minimum of \$25,000** purchased directly from verified Savour Ottawa members from Jan – Dec  
OR
- Purchase from a **minimum of ten (10) verified** Savour Ottawa members,  
with at least five invoices over the course of the year

#### Retail stores with food sales over \$15 million

**MEMBER** – Retail members in this category **must meet one of the criteria** below, and are asked to **submit a list of their local food\* providers accompanying this application.**

- Minimum 10%** of food purchases from Jan – Dec are sourced from verified Savour Ottawa members  
OR
- Minimum of \$250,000** purchased directly from verified Savour Ottawa members from Jan – Dec  
OR
- Purchase from a **minimum of fifteen (15) verified** Savour Ottawa members,  
with at least five invoices from each member over the course of the year

#### **Both levels:**

- Commit to profiling the Savour Ottawa producer information in the store (ie. using Savour Ottawa promotional materials for each member)
- Commit to working with producers that can not necessarily supply product on year round basis
- Be willing to work with the Savour Ottawa initiative as the membership criteria for retailers evolves and changes

**\*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.

## Verification

Retailers must undergo an annual food service verification to ensure that they are meeting the annual minimum criteria. Proof of meeting the criteria is required, which will include review of invoices, accounting reports, or the like.

## Benefits

### Retailer members will receive:

- identification as a Savour Ottawa member
- ability to buy Savour Ottawa promotional materials at cost, e.g. price cards, stickers, etc.
- use of the Savour Ottawa logo and promotional materials, as per logo terms of use
- exclusive access to online inventory, which includes access to a list of Savour Ottawa producers and microprocessors
- profile on [www.savourottawa.ca](http://www.savourottawa.ca)
- invitations to all appropriate Savour Ottawa promotions, events, meetings, and opportunities
- exclusive invitation and free admission to the Farmer-Buyer Meet & Greet

## Fees & payment

The following Savour Ottawa retailer member fee options are available to businesses that have met the preceding eligibility and criteria. **Remember to attach a list of your current local food\* providers to this application.**

### My food service business has: (check one only)

- gross retail food sales of **less than \$1 million annually** **\$150 fee**
- gross retail food sales of **more than \$1 million annually** **\$250 fee**

*Purchase of marketing materials, such as price cards, shelf talkers, outdoor and window signs will be on a cost-recovery basis.*

- Pay by cheque payable to "Social Planning Council of Ottawa", write 'JF – Savour Ottawa' in the Memo, and mail your completed application form to the Savour Ottawa address below, OR
- Pay by credit card, and fax your completed application form to 613-236-7060. Please note that the fees 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.**
- **Applications will be validated during 2010, and food service applicants will be contacted to submit:**
- an updated list of their local food\* producers.
  - receipts from these local food\* producers to validate the selected membership level.
  - information confirming the gross retail sales of the business as noted above.
  - to an on-site visit of the premises at the request of Savour Ottawa.

**Yes, I understand and support the terms of this Savour Ottawa membership for 2010.**

\_\_\_\_\_

Name

\_\_\_\_\_

Signature

## Savour Ottawa

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