



## 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](http://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](http://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 assist in selling to restaurants, independent retailers, etc*

#### **Verification**

Verified as a local producer, under Farmers' Markets Ontario (FMO) Verified Local Farmer™ program

### Savour Ottawa's Definition of Local

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.