



## SAVOUR OTTAWA RETAILER BENEFITS

### Why Join Savour Ottawa?

**Savour Ottawa highlights and provides official recognition of your retail establishments' commitment to use local food and support local farmers.**

As a retailer member, you will receive the following benefits:

#### **Promotion**

- Profiled on [www.savourottawa.ca](http://www.savourottawa.ca), which increases traffic to your website
- Profiled at events, in media opportunities, Savour Ottawa advertisements, and much more! *Savour Ottawa, and its members, have received significant media coverage over the years, and it is continuously increasing.*
- Opportunity to purchase, at production cost, window signs indicating your membership and stickers for identifying Savour Ottawa products
- Use of the Savour Ottawa logo and other promotional materials to promote your local business
- 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 producers
- Invited to participate in business opportunities, mini-trade shows, promotions, events and meetings, at no (or minimal) cost
- Invitation and free admission to the 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 meeting the minimum membership criteria, and therefore supporting local farmers.

### 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 including the City of Gatineau.

This definition is based on the Canadian Food Inspection Agency's geographic definition of local.

**Savour Ottawa** c/o Just Food, 2389 Pepin Court, Ottawa, Ontario K1B 4Z3  
Tel: 613-699-6850, x13 Fax: 613-699-6851 [heather@justfood.ca](mailto:heather@justfood.ca) [www.savourottawa.ca](http://www.savourottawa.ca)