

Promotional Items for your Farm Business

Marketing and product promotional items have been developed and are available for members. The logo as it appears on all promotional material, will become a registered trademark/brand and will identify your farm products as '**Northern Ontario Produced**'. This brand will be available to all members of Northern Ontario Agri-Food Education & Marketing Inc. This brand can be attached to your labels, business cards, product packaging, etc. as long as two basic requirements are met:

- Membership is maintained
- Products are fully produced, processed or grown in Northern Ontario.

1. Annual membership - \$25.00

Your membership with Northern Ontario Agri-Food Education & Marketing Inc. supports the educational events and resources along with marketing opportunities that are offered by the organization. In addition, a membership provides a listing in the web directory – if an advertisement in the farm fresh directory is purchased, the web directory can be identical. If you have your own farm website, a direct link can be made. If you are accessible by email, your email address can also be listed.

www.norontagrifood.org

2. District Farm Fresh Directory

\$50.00

The District Farm Fresh Directory has been a successful marketing tool offered to our members for many years. A copy of the most recently produced directory is enclosed as an example. Each farm based business that purchases advertising space in this brochure will receive 200 copies to use as a 'handout' to consumers purchasing product and can be used as a 'business card'. Additional copies are available upon request. All advertisers will be promoting your farm business as well as their own. In addition, these brochures are available at tourist information booths and destination sites, local Health Units, Farmers' Markets and any place where consumers frequent throughout Northern Ontario, including gateways to the north such as the Bruce Peninsula.

3. Stickers, labels and shopping bags

Labels and stickers of various sizes are being designed using a similar format as the farm gate sign for use on your farm products. Plastic and cloth shopping bags are also being priced and may become available, by the case if there is enough interest. Plastic cling-ons are another promotional product under consideration. Availability of these products will depend on general interest from the membership.

4. T-shirts, Golf Shirts and aprons

\$10 to \$21 each

Promotional and wearable articles are available now for promotion of *Northern Ontario Produced* farm products. The trademark is printed on the front of each item:

\$10.00 - T-shirts in all adult and children's sizes are beige with a green print

\$21.00 - Golf shirts are available in the same colours and adult sizes

\$10.00 - Chef's aprons are white with a green print in a 'one size fits all' and are GREAT for the barbecue season!

5. Farm Gate Signs

\$35.00

Metal farm gate signs became available for members in 2005. There was such an interest in these signs that we can provide them again with a membership for at this lower than cost price, with an additional \$5 if shipping is required. A mock-up of the sign is below. The sign is made of heavy gauge aluminum, printed on both sides and in three colours – green, yellow and black on a white background. The sign indicates your membership affiliation with Northern Ontario Agri-Food Education & Marketing Inc. and highlights your farm name in large letters.



Your Farm Name

Member of Northern Ontario Agri-Food Education & Marketing Inc.

**Northern Ontario Agriculture and Agri-Food products
are among the best available.**

Promote your product with pride

While identifying its origin – Northern Ontario!

Order Form

2006 Membership	\$25.00	_____
District Farm Fresh Directory (Includes website link for members)	Member - \$50.00	_____
	Non - Member - \$75.00	_____
Farm Gate Sign (members only)	\$35.00	_____
T-shirts	\$10.00	_____
Youth – Small, Medium, Large		
Adult - Small, Medium, Large, X-large, XX large		
Golf shirts	\$21.00	_____
Youth – Small, Medium, Large		
Adult - Small, Medium, Large, X-large, XX large		
Chef Aprons	\$10.00	_____

Farm Name - _____
(for sign) (Please Print)
(Include your address and contact information on the Farm Fresh Directory page.)

Survey questions –

Will you order & use the stickers? YES _____ NO _____ How many? _____

Will you order & use the shopping bags? YES _____ NO _____ How many? _____

Do you have any other ideas or marketing needs?

Please list:

Contact us with your ideas or join the Marketing Committee to assist with the development of this project.

Products - will be available to members only
will be available throughout the season
will be available to order
prices will be set to cover costs.

FARM FRESH DIRECTORY

You are invited to promote your farm products by purchasing an advertisement in the annual Farm Fresh Directory for your District. This Directory is printed as a service to members for \$50.00 – you will receive 200 copies for your own use, and more if you request them. Members will have their directory information included on the website at no additional charge. A link can be made to your Farm Website should you have one.

A minimum of 10 farm business participating is needed to produce one specific for a DISTRICT.

Non-Members can purchase advertising space for \$75.00

NAME: _____

FARM/BUSINESS NAME: _____

ADDRESS: _____

DISTRICT: _____

PHONE #: _____

FAX #: _____

EMAIL: _____

WEBSITE: _____

Information that you would like to see in the printed brochure and on the website:

It is important that these promotional brochures are ready for distribution before the season begins- Distribution will begin no later than April 1st

Deadline for inclusion is March 31, 2006