



— Okanagan Valley —



— Thompson Shuswap —

Dear Local Farmer,

We invite you to be a part of the annual **2018 Buy Local! Buy Fresh! maps**. With a wide distribution and a growing profile in our community, these maps are quickly becoming *the guide to local food*. Purchasing local, farm fresh food has become increasingly popular with regional consumers in the Okanagan and Thompson Shuswap, both residents and tourists alike. The Buy Local! Buy Fresh! map is an extremely **cost effective advertising tool for local farms** to reach this market.

We are pleased to announce the new **6th Annual 2018 Buy Local! Buy Fresh! Okanagan Map**. This year's map again covers the entire Okanagan Valley between Osoyoos, the Similkameen, and Armstrong. We are also excited to offer our new **3rd Annual 2018 Buy Local! Buy Fresh! Thompson Shuswap Map** for farms and businesses in the Thompson Valleys, including Kamloops to Salmon Arm, east to Sicamous, west to Ashcroft, and north to Clearwater!

Buy Local BC is an organization working to put the focus back on "local food". Our services are geared specifically to help promote local farms and farm products throughout the Okanagan Valley, Thompson Valleys, the Shuswap, and the BC Interior. **The Buy Local! Buy Fresh! map is the starting point for local farms** to get involved and take full advantage of these programs.

To ensure the sustainability of the Buy Local! Buy Fresh! maps, we are requesting a small registration fee. Your payment includes the following:

- a full farm listing on the 2018 Buy Local! Buy Fresh! printed map for your area
- a complementary farm listing on the buylocalbc.org website
- 15% discount on map advertising and discounts on other Buy Local BC advertising
- the license to use the **BL!BF!** brand logo and marketing materials (*signs, etc*)

To register your farm on the 2018 **Buy Local! Buy Fresh! map**, please return the attached registration form along with your payment. Please make cheques payable to Buy Local BC Initiative. **Rates are \$80 from February 9 to March 31, 2018, or early bird \$60 by February 8, 2018.**

If you have any questions regarding the **Buy Local! Buy Fresh! map**, your listing, or to participate in any of our additional programs, please do not hesitate to contact me at (250) 869-7248. We look forward to helping you to reach new customers across our region!

Sincerely,

Shayne Wright
Co-ordinator, Buy Local BC Initiative
(250) 869-7248
coordinator@buylocalbc.org

2018 BL!BF! Farm Registration Form

1. BASIC INFORMATION

Farm Name: _____

Check here to repeat the same information if you were listed on the map last year. Go to Pg 5.

Or, let us know of changes to last year's listing using this form.

If you are new to the map, please fill in this form completely. **PLEASE PRINT OR TYPE!**

Contact Name(s): _____ Phone Number: _____

E-mail Address and/or Website: _____

Address/Location of Farm

If you do not sell produce from your farm gate, please list your address anyway and we will indicate on the map that you do **not** have farm gate sales. **This is especially important for those farms that only sell at a farmers' market.** You can also direct people to other retail outlets for your produce by listing them as indicated at the bottom of this page.

Since consumers will not be able to locate your farm using rural delivery addresses like box numbers, we ask that you also include a house number (fire or 911 number) and the name of your road.

Address: _____
(house number and name of your street/road)

Town/City: _____

Special Feature(s)/Marketing Line

We can provide up to one extra line for you to list special selling features or unique characteristics of your farm or food(s). **Use this line to distinguish your product from all the others!** For example: "special tomato varieties", "grass-fed beef by side, quarter or individual cuts", "picked fresh every day," etc. Please ensure that the word "organic" refers only to certified organic products, farms (or parts of), and businesses, or use terms like "spray-free" or "pesticide-free" instead.

Farm Gate Sales. The Buy Local! Buy Fresh! map is a tool for consumers to find food grown or produced in our community. **You might not want customers to visit your farm** but find you at another location i.e. farmers' market, local grocer, box delivery, CSA (community supported agriculture), etc. Listing your farm on the map identifies you as a **"local producer"**. Check the appropriate box (**farm gate sales if you want customers to come to your farm, or no farm gate sales if you don't**). List locations where your products are available for sale.

Farm Gate Sales **No Farm Gate Sales**

Products also available for sale at (retail location(s) i.e. store or farmers' market):

Hours of Operation (if applicable)

The map will instruct consumers to **call ahead before visiting** participating farms unless otherwise noted in the listing. Please also list hours of operation and seasons you are open. If you do not want visitors on Sundays, please check the “**No Sunday Sales**” box.

Months of the year open: _____

Farm Gate Open: By appointment only Appointment recommended No appointment needed
 Visitor’s pets are welcome (on-leash only)

Hours Open

Monday: _____ Friday: _____
Tuesday: _____ Saturday: _____
Wednesday: _____ Sunday: _____
Thursday: _____ Check here if ‘No Sunday Sales’

2. CERTIFICATIONS

Please indicate if you hold either of the following certifications:

Produced organically;
Certification Body and Certification #: _____

Transitioning to organic;
Certification Body and Certification #: _____,
Transitional year, as of today’s date: _____ (T1, T2 or T3).

3. PRODUCTS PRODUCED

Principal Category

The Buy Local! Buy Fresh! map organizes farm listings by “category” and “location” to make it easier for the consumer to use. Many farms could be listed in several categories but we ask that you choose your primary one.

Our principal category is (check one):

- | | | |
|---|---|--|
| <input type="checkbox"/> Meats | <input type="checkbox"/> Fruits & Berries | <input type="checkbox"/> Vegetables |
| <input type="checkbox"/> Poultry & Eggs | <input type="checkbox"/> Grain & Flours | <input type="checkbox"/> Honey, Preserves, Cider, & Wine |
| <input type="checkbox"/> Other Farm Products
(Including: vinegars, herbs, teas,
seeds, flowers, trees etc.) | <input type="checkbox"/> Milk & Cheese | <input type="checkbox"/> Specialty Meats & Fish |

Foods you grow, raise or produce (Please be specific)

The map is **an assurance to consumers that their food is local**. Please distinguish between food and products that you grow, raise or produce and food sourced elsewhere.

Please list the different types of vegetables, fruits, meats, herbs, grains, and other food products available for sale from your farm, **IN ORDER OF IMPORTANCE** as space on the map may be limited.

For the website we can include much more detailed information so **please be specific**. The more we know about your products the better we can match them to what consumers are looking for. Please inform us about special varieties and product details (organic, grass fed, free-range, heirloom, frozen...)

We grow/raise/produce: _____

We also sell: _____

PLEASE USE AN ADDITIONAL PAGE IF NEEDED

- Check here if you do offer U-Pick for customers.
- Check here if you do offer a CSA (Community Supported Agriculture) program.

We can help you connect with wholesale buyers. Which products do you sell wholesale?

Do you grow produce in a greenhouse? (Please specify.) _____

Farm Tours or Attractions

If you have farm tours or attractions that you wish to promote, list them here. Be sure to include dates, times and other information relevant to your tour or attraction.

Website Listing

If you wish **NOT** to have your farm advertised online, please check the box below.

- Please don't add my products or contact information to the Buy Local BC website.**

Thank you for listing on the *Buy Local! Buy Fresh!* map.

YES! PLEASE CONTACT ME WITH INFORMATION ON (check all that apply):

- Additional advertising on the 2018 Buy Local! Buy Fresh! map, or on the buylocalbc.org website
- Being a distributor of the 2018 Buy Local! Buy Fresh! map
- Participating in a feature interview about your farm or business, possibly including video and photos
- Participation in the 2018 Organic Okanagan Festival
- Ordering Buy Local! Buy Fresh! Promotional/Brand Materials (eg. signs)
- Specialized Marketing/Consulting services tailored to your farm
- Listing special events on the map's Events Calendar (one listing included in 2018 rates)

If known, please list details of the event below. Buy Local BC will follow up for event confirmation prior to publication.

Event name:

Date:

Location:

For more info (website):

Please sign the declaration below and return this form, along with your payment.

4. 2018 RATES*

(dated by February 8, 2018): \$60

(February 9 to March 31, 2018): \$80

*If your farm was listed on last year's 2017 map, deduct the \$10 renewal discount.

Please make cheque payable to: *Buy Local BC Initiative*

or pay online with Paypal at: <http://www.buylocalbc.org/online-payment>

Return forms by Apr 3: By Mail 16025 Barkley Rd, Lake Country, BC, V4V 1B4

By Fax (250) 766-5382.

By Email coordinator@buylocalbc.org

Cheque enclosed, or to follow by mail. Paid by Paypal on (date): _____

I, _____, agree that the information provided above is true to the best of my knowledge and that every effort will be made to provide the products indicated.

Signature: _____ Date: _____