



## **Membership Information Farmers**

# SAVOUR Muskoka

## Our Achievements

SAVOUR Muskoka is bringing together area restaurants, bakeries, caterers primary producers, microprocessors, retailers and accommodation to promote the region as a dynamic culinary tourism destination. By working together revenues for all Members can be increased.

A Board of Directors has been formed with strong community leaders representing Muskoka Farm Fresh, Muskoka Soil & Crop Association, Muskoka District Chefs Association, Muskoka Parry Sound Beekeepers Association along with Deerhurst Resort, TABOO, Delta Muskoka Resorts, Riverwalk Fine Dining, Johnston's Cranberry Marsh, Brooklands Farm, Poppa Jim's Honey and Muskoka Roastery.

## Highlights to date:

- The SAVOUR Muskoka logo appears on area restaurant menus indicating which items are made with regional product.
- You will see SAVOUR Muskoka Members promoted at the 2011 Flavours of Muskoka at the JW Marriot, Rosseau, at the 2011 May Marche at Deerhurst Resort, and at the SAVOUR Muskoka 2011 Field to Fork Event at Brooklands Farm in August.
- The yearly SAVOUR Muskoka Culinary Map is developed with 30,000 copies distributed provincially & locally.
- [www.savourmuskoka.ca](http://www.savourmuskoka.ca) is now live so visitors can find information on culinary events, locations featuring local food and drink products, as well as farms offering fresh produce for sale.
- SAVOUR Muskoka logo is found on items at area Farmers' Markets and retail locations to easily identify regional product.
- The Muskoka region is designated as a Culinary Tourism Destination by the Ontario Culinary Tourism Association.
- Local farmers, chefs and culinary artisans are being featured on local television as part of the SAVOUR Muskoka regional television series.
- WHERE Muskoka magazine, as well as additional media coverage (Muskoka Magazine, regional newspapers) features regular articles on SAVOUR Muskoka.
- SAVOUR Muskoka currently has 100 member properties that promote and use Muskoka made products.
- Promotion of SAVOUR Muskoka at various media events throughout the summer (check website for details)
- SAVOUR Muskoka adds value through cost recovery events and the use of the SAVOUR Market bag.

## **• Next step – is to get YOU involved!**

SAVOUR Muskoka offers different levels of participation designed to complement each other so that all Members benefit and you can choose the one that best meets the particular needs of your business.

*Silver Fork* is an introductory Membership level designed specifically for primary producers who would like their product promoted to local restaurants.

*Gold Fork* is a value packed Membership level available to any business operator (including primary producers) that wants to promote their products not only to area restaurants but also to the general consumer market - in particular visitors and cottagers.

### **SILVER FORK LEVEL**

#### **How does my business benefit from Silver Fork Membership:**

- Market your product directly to Chefs and area restaurants.
- Identify your grown in Muskoka produce at local Farmers' Markets and retail locations.
- Easy update of your own online pricing, product and availability information for Chefs to view.
- Access to research on culinary tourism revenue opportunities.
- Networking for business and advocacy opportunities.

#### **What does my business get from the Silver Fork Membership:**

- Listing in the Chefs directory (on line or hard copy).
- First SAVOUR Muskoka Bag Free.
- Entrance Sticker.
- Optional Aluminum Farm gate sign (additional \$40 ).
- Optional Coroplast sign for Farmers' Markets/Events (additional \$37).
- Newsletter with latest SAVOUR Muskoka and Culinary Tourism updates.

#### **How do I qualify to be a Silver Fork Member?**

- Available for primary producers only.
- Production must take place within the District of Muskoka and Parry Sound
- A portion of employees involved in production must be residents of the District of Muskoka and Parry Sound.
- Must actively promote fellow SAVOUR Muskoka Members and their products.

**Annual Membership Fee:** \$100.00 plus HST

*Use of the SAVOUR Muskoka logo, signage and Membership approval are at the sole and absolute discretion of the SAVOUR Muskoka Board of Directors.*

## **GOLD FORK LEVEL**

### **How does my business benefit from Gold Fork Membership?**

- Market your product directly to Chefs and area restaurants.
- Market your product directly to the visitor/cottager & consumer market.
- Exposure to national and international media.
- Easy communication with potential customers.
- Identify your grown in Muskoka produce at local Farmers' Markets and retail locations.
- Easy update of your own online pricing, product and availability information.
- Access to research on culinary tourism revenue opportunities.
- Password access to your web statistics so that you can measure the success of your promotions to consumers.
- Networking for business and advocacy opportunities.
- Save money with access to cooperative marketing initiatives.

### **What do I get as a Gold Fork Member:**

- Listing in the Chefs directory (on line or hard copy).
- Enhanced web listing on the public view portion of the website).
- Eligible for participation in the SAVOUR Muskoka Culinary Trail.
- Links to your website and/or email address.
- Your location is featured on the website at least once per year.
- Exposure to over 300 food writers.
- First 250 SAVOUR Muskoka produce stickers included.
- Entrance Sticker.
- Optional Aluminum Farm gate sign additional \$40. 00
- Optional Coroplast sign for use at Farmers' Markets additional \$37.00
- Newsletter with latest SAVOUR Muskoka and culinary tourism updates.
- Use of SAVOUR Muskoka logo on your stationary, packaging.
- Basic Muskoka Tourism Membership.

### **How do I qualify to be a Gold Fork Member?**

- Have some focus on regional culinary tourism.
- Must feature regional ingredients and market such.
- Business and/or food items must be produced and/or made within the six municipalities that make up the District of Muskoka, plus Parry Sound.
- A portion of the workers employed production must be residents of the District of Muskoka and Parry Sound.
- Must actively promote fellow Members and their products.
- Must have regular posted business hours.
- Must be during the summer months.

**Annual Membership Fee:** \$250.00 plus HST

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## General Information

### Our Vision:

To provide the consumer with a wide selection of regional culinary products, experiences and packages that are unique to Muskoka and that can be marketed successfully to the visitor market.

### Mission:

Our Mission is to facilitate the successful development of the Muskoka region as a dynamic culinary tourism destination, by promoting all sectors of the economy with an interest in local food and drink.

### Goals:

- To increase revenue for all stakeholders, particularly in the shoulder seasons through the development of a recognizable culinary product.
- To improve cross promotion of regional culinary offerings.
- To market products and services from the Muskoka/Parry Sound region both locally and to the visitor market.
- To provide culinary tourism educational and support services to the partners of Savour Muskoka.
- To improve communication between growers, microprocessors, accommodation stakeholders, restaurants, chefs and the retail sector.
- To be a self-sustaining non-government organization.
- To have a current ongoing inventory of locally grown/made products.

### Executive Members of the Board of Directors:

Ken Schulz, Chair  
Executive Chef, Delta Grandview  
Resort  
(705)789-4417

Rory Golden, Vice Chair  
Executive Chef, Deerhurst Resort  
(705) 571-1783

Ken Riley, Secretary  
Owner, Brooklands Farm  
705-764-1695

Gary McMullen, Treasurer  
President, Muskoka Cottage Brewery  
(705) 646-1266

### For more Membership information contact of the following:

Sarah Copfer, Membership Representative  
SAVOUR Muskoka

Phone: 705.646.7118  
Fax: 705.646.7119

[admin@savourmuskoka.com](mailto:admin@savourmuskoka.com)

[www.savourmuskoka.com](http://www.savourmuskoka.com)



## 2011 SAVOUR Muskoka Annual Membership

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

| Annual Membership Level | Price    |
|-------------------------|----------|
| Silver Fork Membership  | \$100.00 |
| Gold Fork Membership    | \$250.00 |
| 13% HST                 |          |
| Total                   |          |

**Membership must be paid in full by cheque or cash.**

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

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**Cheques must be made payable to SAVOUR Muskoka.  
Completed cheques can be sent to the attention of Sarah Copfer.  
111 Manitoba Street, Bracebridge, ON. P1L 2B6**