

EXCITEMENT BREWS AS SAVOUR BEGINS TO EXECUTE 2010 PROGRAMMING!



SAVOUR Muskoka

CULINARY EXPERIENCES

RESERVING YOUR SPOT AT THE ANNUAL GENERAL MEETING

SAVOUR Muskoka is very excited with our Key note speaker this year, Margaret Webb. In 2009 we were engaged in an incredible presentation that was both engaging and educational from David Cohlmyer of Cookstown Greens, farmer and former chef. Since announcing that Margaret Webb would be speaking at our Annual General Meeting (AGM) SAVOUR Muskoka has had a number of calls from the public for reserved seats for the evening.

PLEASE RSVP your attendance for the meeting on Tuesday, February 16th as space is limited.

We require an RSVP because the general public has shown an increased desire to; learn about our organization, get involved in the local food movement, meet farmers & chefs in the region, and hear our Key-note speaker.

Historically we have had approximately 45 people at each AGM. Membership dues and member support allow SAVOUR Muskoka to network in the industry which results in having the ability to book a guest speaker at our AGM who is in tune with current market trends.

One of the goals of this AGM is to bring together members, more specifically farmers and chefs to interact and get an idea of requirements for the upcoming summer. With the economy in its current state of disarray networking and supporting each other in the community is as important as it has ever been. SAVOUR Muskoka looks forward to seeing everyone at the meeting so please send a quick e-mail or call and let us know whether or not you will be attending.

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FIRST THREE FARM WORKSHOPS READY TO GO!

The first three workshops of a two year program have been planned for winter and spring of 2010, they include:

SAV 100 Greenhouse Management

Workshop Introduction: SAV 100 is a five hour introductory workshop about environmental factors regulated in a greenhouse and management of a greenhouse trade. This workshop helps to prepare individuals for managing a greenhouse for personal and commercial use.

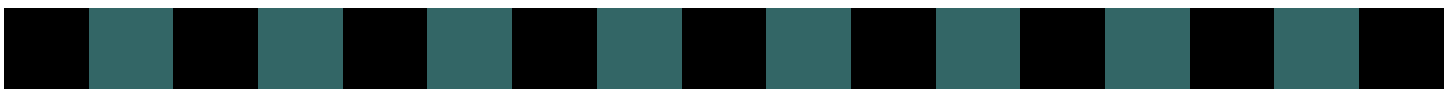
SAV 101 Maple Syrup Production

Workshop Introduction: SAV 101 is a five hour introductory workshop about maple syrup fundamentals essential to making a good consistent product. The workshop is developed to answer many commonly asked questions related to maple resource and maple syrup production.

SAV 102 Starting Plants from Seed

Workshop Introduction: SAV 102 is a five hour introductory workshop about the basics of what you'll need to get your garden seeds started. The workshop is developed to offer insight into what makes a good seed starting soil and methods of handling seeds while exploring the lifecycle of plants that start from seeds.

Dates and times to come in a weeks time!



SAVOUR Muskoka Board Nominations

As SAVOUR Muskoka enters its third year as a not-for-profit incorporation we are challenged with a large number of vacancies on the board. Being a board member requires one board meeting per month, the date, time and place determined each year with each new board. In accordance with our bylaws each board member is expected at each meeting and allowed to miss two meetings over the year. We are currently reviewing the possibility of having teleconference board meetings during the peak summer months, June, July and August.

It is recognized that this is a volunteer position; however board members are expected to take an active role in the organization. An active role is defined as the following:

- Volunteer time with SAVOUR events such as Field to Fork, Royal Agricultural Winter Fair, and associate events like the May Marche and Flavours of Muskoka.
- Assist in the planning, marketing and execution of organizational workshops, events and marketing activities.
- Working with local / provincial media to make sure SAVOUR Muskoka is mentioned with member articles and ensure that the brand is highlighted on a regular basis.
- Coming to each board meeting with the advancement of the organization in mind not just your individual business.
- Advocating the organization in the community.

In closing, being part of the SAVOUR Muskoka organization you will have the opportunity to shape the goals, direction, output and productivity of our organization. It is only with a well involved, balanced and committed board of directors that SAVOUR Muskoka brand can continue its growth in the market place.

Please contact the office of SAVOUR Muskoka (705) 646-7118 if you require more information. Ask to speak with staff member James Murphy, as he will give you an overview and will be able to answer any questions that you may have.

RECAP OF SAVOUR MUSKOKA 2010 PROGRAMMING

2010 Addition of the SAVOUR Muskoka Map

With new members joining SAVOUR Muskoka we will be printing another version of the map for distribution in the market place and at the G8 / G20 media centre.

SAVOUR Muskoka Consumer Coupon Book

With a very aggressive and competitive market place, SAVOUR Muskoka will engage the consumer with the use of a coupon book. A coupon book (with a map in hand) that is sold and distributed regionally will foster tourists and locals to explore restaurants, retail outlets, culinary artisans that are associated with SAVOUR Muskoka. Just think of the Huntsville consumer who purchases a map in Huntsville for the savings and the realizes that there are six coupons that can be redeemed in the Muskoka Lakes region, they will be motivated by savings in order to make a day trip exploring our members and some of the home grown products that are available.

Farm Workshop Series

With increase demand and the need to share best practices by engaging the community SAVOUR Muskoka Farm Committee has written workshops outlines and syllabus's that will guide the expansion of the supply side of the culinary tourism product.

Field to Fork Tasting Events

It is important to celebrate and share, with the community, some of the great relationships between chefs, farmers and culinary artisans. Events that educate and engage all the senses, while celebrating food culture and heritage, are important to growing a sense of place and community. With that in mind, our new Board of Directors, once on elected will help stream line the best approach for executing our 2010 culinary events.

