

Interested in Joining a Farmer's Market?

If you are interested in marketing your lamb in a Farmer's Market venue, then you will want to be part of the "Farmers' Markets Ontario" new campaign just recently launched to recruit new vendors.



Interestingly, at a time when consumer interest and demand for locally grown food, (especially lamb) is rising we are faced with fewer and fewer 'real' farmers at the farmers' markets. Farmers' markets provide farmers with a viable marketing opportunity - no middleman, direct sales to the consumer and fair retail market returns for your hard work.

This campaign offers a number of incentives to farmers who want to become vendors at farmers' markets:

- Assistance in locating farmers' markets in need of your products and provide your contact information to interested farmers' market managers.
- Inspections by qualified inspectors to verify to the consumer that you are a farmer and grow the product you sell.
- Advice on developing an attractive display, communicating with customers, and other helpful tips.
- Colourful and attractive vendor sign and cards to let your customers know all about your and your farm.
- Your profile on-line on the Farmers' Markets of Ontario website;
- Availability of a high quality shade canopy with your personalized banner for a subsidized price of \$300 (taxes and S/H included)- regular price \$750.
- Payment of your first two weeks of stall fees to enable you to experience the new market.

If you would like more information please contact Bernie Solymar, Recruitment Officer for Farmers' Markets Ontario at 1-866-498-1784 or email him at recruit@farmersmarketsontario.com or visit www.farmersmarketsontario.com.