



2011 Harvestin' the County

www.harvestin.ca

Harvestin' the County is a program designed to support and show appreciation for our farmers and agricultural community.

Whether you're at a farm stand, local restaurant or bed and breakfast, or browsing the aisles in a grocery store or specialty food shop, look for the Harvestin' the County logo to find locally grown. Just like the Foodland Ontario logo, which indicates provincially grown produce and fresh food products, the Harvestin' the County logo identifies foods or products that have been grown, made from locally grown or raised right here in Prince Edward County.

Participant Information

Criteria to Participate

- Must be a business located in Prince Edward County
- Must be a business that grows, produces, sells locally grown food.

Cost to Participate

Participant Fee	\$ 75.00 + HST
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Participant Deliverables

- Listing in Insider's Map to Prince Edward County
- Listing on Harvestin' the County website
- Opportunity to participate in Chef-Farmers Meet and Greet
- Opportunity to participate in trade show farm markets

Harvestin' in the County is promoted by

- Harvestin' the County website
- Print Campaign "What's in Season"
- Monthly What's In Season E-Newsletters
- Insider's Map to Prince Edward County, 30,000 copies distributed locally and regionally.
- Annual Chef – Farmer Meet and Greet
- Trade Shows – i.e. Harvestin' Farm Market at TASTE! a celebration of regional cuisine and at Maple in the County Festival.
- Social Media Campaign (facebook/twitter/blog)
- Participant websites and newsletters
- Sponsor websites
- In-store merchandising

For more information about Maple in the County and its opportunities please contact:

Taste the County, P.O. Box 442, 289 Main Street, Bloomfield, Ontario, K0K 1G0

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