

2018 Marketing Canada Awards  
The Town of Georgina  
Georgina Field to Table Event  
Promotional Brochure

## **Celebrating Agriculture in Georgina**

With 2018 marking the 200<sup>th</sup> anniversary of the Town of Georgina, it was decided that this year would be the perfect opportunity to introduce a new event to the community. With farming and agriculture being a distinct characteristic of Georgina for the past 200 years, we wanted to organize an event that would emphasize the compelling rural agriculture landscape of Georgina. Therefore, The Town of Georgina decided to host the first ever Field to Table Event. The event will involve multiple tourist-ready farms in the area opening their doors to the public for a day of tours, samples and other educationally enriching activities for the public. The intention of the event is to bring residents and tourists together to learn about the importance of sustainable farming and where their food comes from. From the fields, all the way to their dinner tables! Furthermore, this event provides a fantastic economic opportunity to promote local businesses by bringing residents and tourists into our farms. Based on the recent York Region Agriculture and Agri-Food Strategy “A vision for a thriving agricultural community includes field-to-table initiatives”.

## **Our Tri-Fold Brochure**

Following a brief “save the date poster”, we created a more comprehensive marketing piece; a tri-fold brochure. The purpose of the brochure is to provide those interested with a detailed outline of the event as well as introduce a “passport” system to further incentivize the public to come out and enjoy the day. The “back side” of the brochure includes a map of Georgina that highlights the locations of each participating farm and a brief description of what experience will be provided at each location. The “front side” of the brochure consists of a title page with the essential details, a contact section, and a page dedicated to the passport system that explains how it works, and leaves room for the participants to collect their stickers from each farm location.

## **Challenges & Target Market**

With this event being the first of its kind in Georgina, gauging a target demographic was the main challenge faced in generating marketing material. In order to combat this challenge, we thought about where we would find people who value fresh, local and homegrown food. This led us to the Georgina Farmers’ Market! By attending multiple markets and analyzing the nature of visitors who were attending, we came to the consensus that although they varied in age and gender, the majority of attendees came as a family. Keeping that in mind, we wanted to create our promotional brochure in a way that emphasized the event as being family-friendly and focused on fresh local goods; much like the Georgina Farmers’ Market. The use of images, colors and an animated map on top of the written components, ensured that our brochure was not only informative for adults, but fun and appealing for children as well.

**ALL TOURS AND ACTIVITIES WILL RUN  
ONCE EVERY HOUR FROM  
10 A.M. TO 2 P.M.**

**CLEARWATER FARMS**, 481 Lake Drive East  
clearwaterfarms.ca | 705-242-9300  
info@clearwaterfarms.ca  
f ClearWaterFarmsON

**CLOVERHILL FLOWERS**, 2554 Old Homestead Road  
cloverhillflowers.ca | 905-853-8340  
hello@cloverhillflowers.ca  
f cloverhillflowers

**ELMGROVE ORGANIC COLLECTIVE**

**CULTIVATING OPPORTUNITY**, 535 Catering Road  
a.zalucky@gmail.com

**THE CUTTING VEG**, 535 Catering Road  
647-388-7444 | daniel@thecuttingveg.com

f thecuttingveg

**ELMGROVE FARM**, 535 Catering Road  
905-722-9582

**FRALL FOODS**, 535 Catering Road  
647-973-2501 | paolo@frallfoods.com  
f frallfoods

**HOLTROP FARMS**, 23091 Woodbine Avenue  
gholtrop@zing-net.ca

**HOMESTEAD ORCHARDS**, 3961 Old Homestead Road  
homesteadorchards.com | 905-722-5325  
info@homesteadorchards.com  
f HomesteadOrchards

**HIVESHARE**, 2554 Old Homestead Road  
hiveshare.ca | 416-543-0401  
ccpi@christophercampbell.net  
f hiveshare

**HUTCHINGS FARM**, 8923 Morning Glory Road  
905-955-2389 | hannahsheep@yahoo.ca  
f hutchingsfarm

**VICTORIAN**, 25277 Valleyview Drive  
905-955-1614

**COLLECT STAMPS AND WIN!**

**WHEN YOU VISIT EACH FARM LOCATION ASK THE  
FARMER TO STAMP YOUR MAP.**

Each stamp gives you one ballot into the grand prize draw for a gift basket of fresh goods. Please fill in your information below and submit it to a farmer at your last tour stop or scan and email to cliu@georgina.ca.

**WINNER WILL BE CONTACTED ON AUGUST 24, 2018.**

Name: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_

Phone #: \_\_\_\_\_

			
			
			

**Contact:**

**Cristina Liu, Administrative Assistant for  
Economic Development and Tourism  
905-476-4301 ext 2300  
cliu@georgina.ca**



**AUGUST 18  
10 A.M. TO 3 P.M.**

**A FREE FAMILY FRIENDLY  
SELF-GUIDED TOUR THROUGH  
GEORGINA'S RURAL LANDSCAPE**

**FRESH LOCAL GOODS**

**7 LOCATIONS | GRAND PRIZE DRAW**

**905-476-4301 | GEORGINA.CA**



Map is not to scale. Location of symbols is approximate.

### 1. CLEARWATER FARM

ClearWater demonstrates how growing healthy food is also good for the surrounding land, water, local economy and community. The farm also showcases water-wise and nature-friendly practices and technologies to help others discover eco-friendly choices.

- Seasonal Produce Samples
- Walking Tour of the Farm
- Kids Activities
- Sustainable Farming Practices Workshop

### 2. CLOVERHILL FLOWERS

A speciality cut flower farm that uses chemical-free, sustainable farming methods.

- Flower Garden Tour
- Educational Workshops
- Edible Flower Samples
- Flower Sale

### 3. CULTIVATING OPPORTUNITY

A small-scale, organic farming operation located on Elmgrove Farm. Our goal is high-quality, nutritionally-dense vegetables, grown using sustainable and soil-enhancing practices.

### 4. THE CUTTING VEG

Encourages healthy lifestyles for families and the planet with the Global Garlic Project, growing organic produce for box-program providers and by providing opportunities for the community to learn through volunteering.

### 5. ELMGROVE FARM

Grows a large variety of seasonal vegetables and offer fresh eggs from free range chickens year round.

### 6. FRALL FOODS

Distributes locally grown produce to families and individuals around the GTA, while supporting our local farmers and offering excellent customer service

- Farm Tours & Workshops
- Farmers' Market
- Livestock Display
- Bee Colonies

### 7. HOLTROP FARM

The farm offers fresh corn, tomatoes, pumpkins and squash and is open from August to mid-November.

- Tractor and Farm Machinery Display
- Corn and Tomato Workshops
- Fresh Produce Sale

### 8. HOMESTEAD ORCHARDS

One of Georgina's longest operating pick-your-own produce farms with a family-friendly environment and a fresh bakery on site.

- Free Wagon Tours
- Fresh Produce Samples
- Kids Play Area
- Tasty Baked Goods



### 9. HIVESHARE

Created for people to enjoy unique, local, unpasteurized, artisanal honey from the nectar of the vast variety of plant life in the gardens, fields and wildflowers found in Georgina.

- Live Bee Colony
- Fresh Honey Samples
- Honey Products Sale
- Pollinator Workshops

### 10. HUTCHINGS FARM

Located in Pefferlaw, Hutchings Farm offers a variety of products such as eggs, chicken, turkey, lamb and seasonal vegetables. You can also learn to make salad jars.

- Sheep in Pasture
- Fresh Seasonal Produce Samples
- Farm Gate Sale
- Tours and Workshops

### 11. VICTORIAN FARM

Victorian farm takes pride in old fashioned farming. Purchase free range chicken eggs year round at their farm gate sale.

- Ponies and Horses
- Old Fashioned Farming Tours
- Farm Gate Sale

