

FMO MEMBERSHIP

THE BENEFITS OF JOINING ONTARIO'S PROFESSIONAL ASSOCIATION
OF FARMERS' MARKETS



WHY BECOME A MEMBER OF FARMERS' MARKETS ONTARIO®?

IF YOU WANT TO OPEN A MARKET, GROW YOUR MARKET, OR MAKE IT MORE SUCCESSFUL, FARMERS' MARKETS ONTARIO® WILL BE AN INVALUABLE RESOURCE FOR YOU.

Farmers' Markets Ontario is your one-stop shop for everything from liability insurance to personalized advice, as well as for management, marketing and professional development. As a member, you not only gain access to expert knowledge and advice, you gain a powerful ally that will advocate on your behalf with municipalities, regulators and potential funders to help ensure the health and sustainability of your market. FMO will also provide you with preferred rates on equipment that every market needs, plus a listing on their website to send shoppers your way. But that's not all. See the other side for a more detailed list of the benefits of joining Ontario's professional association of farmers' markets.

Then contact us at 1-800-387-FARM (3276) or at 1-613-475-GROW (4769) or email us at fmo@farmersmarketsontario.com.

**A QUARTER CENTURY
OF EXPERIENCE
HELPING MARKETS
SUCCEED**

Farmers' Markets Ontario came into being almost 25 years ago at a time when there were fewer than 60 markets province-wide and many of them were struggling. Since then, FMO has been instrumental in opening another 100+ markets and has helped countless market managers make their

markets a success. FMO has helped them gain the support of their communities, secure the insurance and funding they need, become expert at recruiting and managing vendors, while ensuring that their market provides exceptional customer experiences and meets the highest standards of food safety.



BENEFITS OF FMO MEMBERSHIP

1. ACCESS TO PERSONALIZED CONSULTING SERVICES AND RESOURCES TO HELP YOU WITH EVERY ASPECT OF FARMERS' MARKET MANAGEMENT, INCLUDING:

- Establishing a new market
- Revitalizing an old one
- Conducting a review of your operations
- Strategic planning for your market
- Determining your ideal vendor and product mix
- Recruiting and training vendors
- Establishing your market's bylaws & constitution
- Writing and enforcing your market's rules
- Ensuring food safety
- Hiring a market manager
- Developing a sound marketing plan
- Budgeting
- Fundraising
- Converting a seasonal farmers' market to a year-round public market
- Dealing with City Hall and other bureaucracies

2. ADMINISTRATIVE, MARKETING AND OPERATIONAL SUPPLIES & SERVICES, INCLUDING:

- Affordable liability insurance for your market and vendors
- Member discounts on canopies and more
- Printed and electronic resources, including industry publications, FMO's newsletter, library resources, research reports, manuals and checklists
- Listing on the FMO website in a consumer-friendly market finder
- Toolkits of educational and promotional materials – including customizable local ads, tips on dealing with the media, how to plan and execute special events, promotional tools, vendor recruitment resources, and a comprehensive food safety manual

3. LEARNING AND NETWORKING OPPORTUNITIES:

Annual Farmers' Markets Ontario Symposium for members:

- An annual general meeting for market managers
- Professional development seminars and workshops
- Keynote speakers addressing important concepts and developing trends
- An opportunity to network and share knowledge with fellow market managers

Market Managers' Facebook Forum

- An online community connecting market managers across the province to share news and views, tips and ideas, suggest solutions to each other's problems and more.

4. ADVOCACY ON BEHALF OF FMO MEMBERS WITH:

- Municipalities
- The provincial government
- Potential funding partners

5. VERIFICATION / CERTIFICATION OF LOCAL FARMERS & MARKETS THROUGH:

- The MyPick® Verified Local Farmer® program
- The MyMarket® Verified Local Market program

6. DIFFERENT MEMBERSHIP OPTIONS:

- Members (fee geared to market size)
- Associate members (individual, market, or organization / corporation)



TAKE THE FIRST STEP NOW.

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