



GREY COUNTY ECONOMIC DEVELOPMENT

AGRI-FOOD BRAND

Partner info package

Version 1.0
June 2019





NEW! INTRODUCING THE MADE IN GREY AGRI-FOOD BRAND

We're proud of
Grey County agri-foods
and want to share
our pride!

The new Made in Grey agri-food brand will support local businesses and organizations through public-facing co-promotion. The Made in Grey brand comes to life in June, 2019.

For our purposes, "agri-food" means both agriculture and food. We want to engage and support the whole value chain. We know some of you will fall on one side or the other, and that's fine.



WHO IS BEHIND MADE IN GREY?

Made in Grey is a project led by Grey County Economic Development. We work with our municipal partners, neighbours, and other Ontario-based organizations to support the agriculture, food and tourism sectors across Grey. We aim to strengthen our diverse local agri-food economy and maintain strong and vibrant rural communities through ongoing capacity building.

AGRI-FOOD PRODUCERS, LET US HELP YOU

Use our FREE Made in Grey stickers, bags and signage to identify yourself as a proud Grey County agri-food producer or supporter. In return, we'll offer the following:

- Business listings on the Grey County agri-food asset map and VisitGrey.ca (if appropriate)
- Shout outs on Grey County social media channels, including Visit Grey and Made in Grey Facebook, Twitter and Instagram accounts
- Potential to be featured in upcoming videos and/or articles in Made in Grey magazine
- Co-promotion with municipal partners which may include billboards, mail drops, radio campaigns, trade shows, community events etc.
- Affiliated membership with the Culinary Tourism Alliance, Regional Tourism Organization 7, and FarmLINK



THERE IS NO COST TO PARTICIPATE!

All we ask is that partners display and circulate Made in Grey branded materials to grow awareness for and pride in Grey County agri-food.

This is just the beginning. Grey County will roll out new elements for the Made in Grey branding program over three years between 2019-2021.

WE LISTENED TO YOU, OUR PARTNERS

In 2017, Grey County engaged with the community to develop our Local Agri-Food Strategic Plan. We heard that local businesses wanted to build on Grey County's existing name recognition and reputation as an excellent place to produce and consume food. Made in Grey agri-food branding will help us do just that. We look forward to working with you to co-promote Grey County as a premier agriculture and food region.



WANT MADE IN GREY AGRI-FOOD BRAND MATERIALS FOR YOUR BUSINESS?

Fill out the participation form at the end of this package.

WHO CAN PARTICIPATE?

If you produce, sell or work with Grey County agri-food in some way, you can be involved. Made in Grey brand support is offered to stakeholders across the value chain.

CRITERIA

We want to make it easy for you. Answer a few simple questions about how you fit in to our local agri-food value chain and we'll be happy to share our resources and supports with you. We'll welcome you if you can answer "yes" to the following statements:

- You are based in Grey County (or close by).
- You produce, process, serve, promote, or support agri-food from Grey County in some way.
- You work with, sell to, or buy from other agri-food businesses or organizations in Grey County.
- You are willing to collaborate with partners as per the brand guidelines to grow Made in Grey agri-food brand recognition.

QUESTIONS?

Philly Markowitz, Economic Development Officer
595 9th Avenue East, Owen Sound, ON N4K 3E3
519-372-0219 ext. 6125 / philly.markowitz@grey.ca

PARTNERS MAKE THE MOST OF THE MADE IN GREY AGRI-FOOD BRAND

We're all in this together!
Let's share our pride in the
great agri-food products
and agri-food tourism
experiences in Grey.

We can spread the word about Grey County agri-food through networking, with branded materials, and through activities that create community engagement. We know many of you already do this in your day-to-day operations. We're here to support you with a coordinated effort.

BE AN AMBASSADOR

Do you meet lots of new farm and food businesses in your travels? Carry a few Made in Grey introductory packages (this info) with you and offer them to new businesses or initiatives who may not have connected with us yet. We are keen to meet new people and help them thrive.

KNOW YOUR PARTNERS

Made in Grey partners will be clearly identified on Grey County's Agri-Food Asset Map, which will undergo a re-design to make it more consumer-friendly and to celebrate local agri-food. This will help you find each other easily.

BRAND MATERIALS AVAILABLE TO YOU IN 2019

- Stickers
- Shopping bags
- Signs (limited number to start)
- Banners (for farmers' markets)
- Postcards (for farmers' markets)
- Logos to include on your product labels or other printed materials

ACTIVITIES YOU CAN ENGAGE IN AS PARTNERS

- Solo social media posts, shares, likes and hashtags #MadeInGrey, #ProudlyMadeInGrey
- Co-promotion of partners you work with directly (ie: on menus, labels, shelves, social media etc.)
- Engaging in product development through partnerships (ie: new menu items, value adds, special brews)
- Use of signage and distribution of Made in Grey swag at festivals and events





TOOLKIT

Looking for logos, icons, colour and font information? Want to know how to use the Made in Grey brand? We have created a toolkit to help you.

Grey County will create and supply Made in Grey branded materials like stickers, bags and signage to partners on request. We invite Made in Grey partners to incorporate the logo or icon into your own materials, like product labels and ads.

TOOLKIT CONTENTS



PARTNER INFO PACKAGE & APPLICATION FORM

Fillable application form and information package in PDF format



LOGOS & ICONS

Vector, JPG and PNG logos in CMYK, RGB, Black and White, and Pantone



BRAND STYLE GUIDE FOR PARTNERS

Usage instructions in PDF format

FOR ACCESS TO THE TOOLKIT CONTACT:

Philly Markowitz, Economic Development Officer, Grey County
595 9th Avenue East, Owen Sound, ON N4K 3E3
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philly.markowitz@grey.ca

MADE IN GREY AGRI-FOOD BRAND PARTICIPATION FORM



BASE CRITERIA FOR ALL PARTNERS

- You are based in Grey County (or close by*)
- You produce, process, serve, promote, or support agri-food from Grey in some way
- You work with, sell to, or buy from other agri-food businesses or organizations in Grey
- You are willing to collaborate with partners as per the brand guidelines to grow Made in Grey agri-food brand recognition

**We recognize that some organizations and initiatives cross county boundaries, ie: farmers' markets, agri-culinary trails or regional events. Are you based outside Grey but work with our producers? You may qualify.*

CHECK THE CATEGORY THAT APPLIES TO YOU

SECTION 1



PRODUCER

Farms, processors

SECTION 2



CONSUMER ACCESS

Restaurants, markets, food trucks, stores, caterers etc.

SECTION 3



EXPERIENCES

Trails, fairs, events

SECTION 4



SUPPORTERS

Community groups, Agri-food media, schools, etc.

FILL OUT YOUR SECTION INFORMATION ON THE FOLLOWING PAGES

NOTE: Information you provide on this Made in Grey brand partner application will help enhance your listing on the Grey County agri-food website. Not sure if you're on the site? It only takes minutes to add a new listing if you're not. Check here: gis-grey.opendata.arcgis.com/pages/agrifood

Check off which statements apply. If you offer goods and services in more than one category, please tell us the one that best represents you to the public.



SECTION 1
PRODUCER (FARMS, PROCESSORS)

- You grow, raise or process your food or beverage in Grey
- You produce non-food agricultural crafts from materials grown, raised or gathered on your farm (ie: natural health or skin care products, textiles, pet or décor products)
- You work with and buy from, and/or sell to other local agricultural producers

Name up to five local producers you work with, and if applicable, include phone and/or email in case they are new to us:

Business 1: _____ Phone/Email _____

Business 2: _____ Phone/Email _____

Business 3: _____ Phone/Email _____

Business 4: _____ Phone/Email _____

Business 5: _____ Phone/Email _____



SECTION 2
CONSUMER ACCESS (RESTAURANTS, MARKETS, STORES, FOOD TRUCKS, ETC.)

- You buy from at least five local producers, preferably those also in the program
- You educate staff and the public about local foods and co-promote your local sources (signage, menus, shelf talkers, social media, etc.)

Name five local producers you work with, and if applicable, include phone and/or email in case they are new to us:

Business 1: _____ Phone/Email _____

Business 2: _____ Phone/Email _____

Business 3: _____ Phone/Email _____

Business 4: _____ Phone/Email _____

Business 5: _____ Phone/Email _____



SECTION 3
EXPERIENCES (TRAILS, FAIRS, EVENTS)

- You promote locally produced agricultural products, food and beverage as a major focus of your experience
- You work with local agri-food producers and retailers to showcase the region to residents and to grow tourism

Describe your experience and name partners if applicable:



SECTION 4
SUPPORTERS (COMMUNITY GROUPS, AG AND FOOD MEDIA, SCHOOLS, ETC.)

- You educate, organize, or advocate on behalf of Grey County agri-food in some way

Describe your connection to Grey County agri-food:
