



**North Cariboo Agricultural  
Marketing Association**  
Farming – Agriculture – Rural –  
Marketing – Eco – Diversification  
[www.farmed.ca](http://www.farmed.ca)

# Quesnel Farmers Market

[www.quesnelmarket.com](http://www.quesnelmarket.com)

## FARM FRESH PRODUCT GUIDE (FFPG) FOR THE NORTH CARIBOO

Fruit, Flowers, Hay, Honey, Vegetables, Meat, Poultry, Syrups, Jellies, Jams,  
Sauces, Soaps, Wool, Fibre, Christmas Trees, Nurseries, Farm Tours, etc.

FARMED and the Quesnel Farmers Market are working hard on meeting the press deadline of the April 30<sup>th</sup>. The guide will be in a booklet form (8 1/2" x 11") and will include articles on benefits of supporting local agriculture, what's in season, recipes, and photos. Depending upon interest, a coupon page may also be included!! We anticipate 8,000 to 10,000 copies being distributed with a launch date for the guide early to mid May.

For those who completed the FREE listing form to secure your listing in the FFPG, thank you!

### LISTING / ADVERTISING OPTIONS

**Note: All listings can be built based upon your specifications!  
They don't have to include all the recommended information.**

#### FREE LISTING – Available to all agricultural producers!

All producers situated in the North Cariboo have access to a **FREE** listing. These listings will be in black & white, include only text and be very simple. The following information can be included in this listing:  
FARM / RANCH / AGRI-BUSINESS / PERSONS NAME, Address, Telephone, website (if applicable); listing of THREE PRODUCTS

**Note:** If business / person is a member of FARMED or the QUESNEL FARMERS MARKET for 2009-2010, their business / person's name will be highlighted with **BOLD** text. **To received this benefit, membership must be paid in full at the time of securing listing**

*A fictitious example of a FREE LISTING is displayed to the right.*

#### FRESH FOOD FARM

123 Fresh Food Road, Quesnel  
T: 250.123.1234  
[www.freshfoodfarm.ca](http://www.freshfoodfarm.ca)  
Vegetables, Hay, Honey

#### DETAILED LISTING – Available to all agricultural producers for a fee!

All producers situated in the North Cariboo have access to **DETAILED** listing for a nominal fee. These listings will be in colour and can include a logo. The following information can be included in this listing:  
FARM / RANCH / AGRI-BUSINESS / PERSONS NAME,  
Address, Telephone / Fax, Email / website;  
Maximum 50 word description of farm

*A fictitious example of a DETAILED LISTING is displayed to the right.*

#### FRESH FOOD FARM

123 Fresh Food Road, Quesnel  
T: 250.123.1234 / F:250.567.5678  
[www.freshfoodfarm.ca](http://www.freshfoodfarm.ca)

Farm Fresh Farm is located south-east of Quesnel and grows only fresh food on its 50 acres. Products available at the farm include farm fresh eggs, fruit, berries, flowers, honey, hay and Christmas Trees. Some on farm processing. Open by Appointment and at the Farmers Market.



FEE	
\$40.00	Detailed listing fee for FARMED & / or QUESNEL FARMER MARKET members. Membership in either of organizations <b>MUST</b> be paid up for 2009 year. Members of these organizations will be denoted as members using a logo / symbol. Fee includes all taxes. See Note below on FARMED / QUESNEL FARMERS MARKET membership.
\$45.00	Detailed listing fee for all non-members of FARMED & QUESNEL FARMERS MARKET. Fee includes all taxes.

**Notes:** (i) For additional information on FARMED membership, check out [www.farmed.ca](http://www.farmed.ca)  
(ii) For additional information on the QUESNEL FARMERS MARKET, check out [www.quesnelmarket.com](http://www.quesnelmarket.com)

## PLEASE TURN OVER

For additional information on the FARM FRESH PRODUCT GUIDE, please contact the following people:  
Rob Borsato, President, Quesnel Farmers Market 250.297.6305 ([mackincr@uniserve.com](mailto:mackincr@uniserve.com) / [www.quesnelmarket.com](http://www.quesnelmarket.com))  
Heloise Dixon-Warren President, FARMED – 250.249.5329 ([info@farmed.ca](mailto:info@farmed.ca) / [www.farmed.ca](http://www.farmed.ca))

**PAID ADVERTISING – Available to everyone for a fee!**

FARMED and the QUESNEL FARMERS MARKET has partnered with the **Quesnel Cariboo Observer** who has offered to assist with designing, organizing and printing the guide. For those businesses (including farms) wanting larger space to promote their products / services, the option of purchasing advertising space through the Quesnel Cariboo Observer exists. Size and prices are as follows:

Size of Ad Space	Price	Size of Ad Space	Price
1/8 page	\$120.00	½ page	\$400.00
¼ page	\$230.00	Full page	\$620.00

For additional information on advertising in the Farm Fresh Product Guide, please contact **Darlene Osborne, Publisher at the Quesnel Cariboo Observer 250.992.2121 / dosborne@quesnelobserver.com**

**LISTING INFORMATION**

Please complete the following information and send to **FARMED, c/o 2861 Nazko Road, Quesnel, British Columbia, V2J 7E5. Cheques are payable to FARMED.** If you have already completed a form for a FREE LISTING, and this is what you want, you do not need to complete this. Rather we will use the information already provided. **DEADLINE TO SECURE A DETAILED LISTING: APRIL 1, 2009. PAYMENT, IF APPLICABLE, MUST ACCOMPANY COMPLETED FORM.**

AGRI-BUSINESS / FARM / RANCH NAME		
YOUR NAME		
YOUR FULL PHYSICAL ADDRESS		
TELEPHONE NUMBER	FACSIMILE NUMBER	
EMAIL (if applicable)	Website Address (if applicable)	
Please circle which listing type you are interested in	FREE	DETAILED (\$40.00)      DETAILED (\$45.00)
<b>Are you a member of FARMED or the QUESNEL FARMERS MARKET for 2009 – 2010?</b> If you plan to include membership with this, please circle YES and include payment. <i>To receive the benefits of membership in the guide, membership must be paid for 2009.</i>	YES	NO
	<b>ANNUAL MEMBERSHIP FEES</b> REGULAR FARMED (2009-10)      \$50.00 / year QUESNEL FARMERS MARKET (2009)      \$10.00 / year	
If you are securing a <b>FREE</b> listing, please list the <u>three</u> products you would like listed.		
If you are securing a <b>DETAILED</b> listing, please describe your farm / products / services in no more than 50 words ( attach write up). If you have a logo that you would like included with this listing, please email digital format to <a href="mailto:info@farmed.ca">info@farmed.ca</a>		
Are you interested in including a coupon?      YES      NO If <b>YES</b> , please include details of coupon, using no more than 20 words (ex. <i>Buy 2 pairs of alpaca socks; get a 3<sup>rd</sup> at ½ price. Expires: Sept. 15, 2009.</i> )		
Are you interested in speaking with the staff at the Quesnel Cariboo Observer about the advertising options?	YES	NO

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 Rob Borsato, President, Quesnel Farmers Market 250.297.6305 ([mackincr@uniserve.com](mailto:mackincr@uniserve.com) / [www.quesnelmarket.com](http://www.quesnelmarket.com))  
 Heloise Dixon-Warren President, FARMED – 250.249.5329 ([info@farmed.ca](mailto:info@farmed.ca) / [www.farmed.ca](http://www.farmed.ca))