



Dear Local Farmer:

Cowichan Green Community (CGC) is excited to invite you to list your farm on the 2010 Local Food Map, a part of CGC's new Food Security Mapping Project. **The Local Food Map can be used as a direct marketing tool for farmers.** We plan to distribute the map widely, creating a high profile for this project in our community, and intend to update and publish it on an annual basis. Purchasing local, farm fresh food has become increasingly popular with food consumers and the Local Food Map is an extremely **cost effective advertising tool for local farms** to reach this market.

Cowichan Green Community is a **non-profit organization** with a focus on local food security. We build community gardens, organize the Grow-a-Row campaign to benefit local food banks, run FruitSave, a fruit gleaning program, and have recently released an updated version of the Cowichan Food Charter which encourages community members and politicians to make food security a guiding principle in their decisions and policy.

To participate in the 2010 Local Food Map, please complete the **Food Map Participation Form**. This information will be shared with the public in our print map and, if you chose, in the online version as well.

To ensure the sustainability of the Local Food Map we are requesting a small registration fee. Your payment of \$35 includes the following:

- a full farm listing on the 2010 Local Food map
- a complementary farm listing on cowichangreencommunity.org website
- a branded sign that can be used for market or road-side advertising, provided by CGC
- the license to use the Local Food Map project brand logo and marketing materials as they are developed

To register, please return the enclosed registration form (return envelope provided) along with your payment. Please make cheques payable to Cowichan Green Community. To be included on the print map, please return your form **no later** than Thursday, April 1st 2010. We are also collecting email addresses for **Regional Agrologist Wayne Haddow** and the Ministry of Agriculture and Lands, as they are short-staffed and would appreciate your help in updating their contact information. In submitting your email, you would receive updated information about events, activities and resources available. Please check the box provided on the attached form if you would like your email address to be shared with Wayne and the Ministry.

In addition to creating the Local Food map, CGC is gathering information about food production and consumption in the Valley. **Even if you do not wish to participate in the local food map, we would like to collect this information in order to provide a better picture of food security and agriculture-capacity in the area.** This information will be kept confidential and reported only in aggregate form unless you specifically request otherwise. To contribute to this process, please complete the **Food Security Information Form**.

If you have any questions regarding the Food Security Mapping Project, your listing, or to participate in any of our other programs, please do not hesitate to contact us at 250-748-8506.

We look forward to helping you reach new customers across our valley!

Sincerely,

John Milne
Food Security Mapping Project Supervisor
250-748-8506 - john@cowichangreencommunity.org



2010 Food Map Participation Form

PLEASE PRINT OR TYPE ONLY!

1 Farm Name _____

2 Name(s) of contact person(s) consumers can contact:

3 Address/Location of Farm

Please give the full address of your farm. If you do not sell produce from your farm gate, please list your address anyway and we will indicate on the Map that you do **not** have farm gate sales. **This is especially important for those farms that only sell at a farmers' market.** You can also direct people to retail outlets for your produce in Question #10. Since consumers will not be able to locate your farm using only a rural route number (e.g. R.R. #2) and town, we ask that you also include a house number (fire number) and the name of your road.

Address: _____
(house number and name of your street/road)

Town/City: _____

4 Contact Information

Telephone Number(s): _____ Fax (if applicable): _____

E-mail Address (if applicable): _____

Check here to receive updated information from the Ministry of Agriculture and Lands

Website Address (if applicable): _____

5 Special Feature(s)/Marketing Line

We can provide up to one extra line for you to list any special selling features or unique characteristics of your farm or food(s). **Use this line to distinguish your product from all the others!** For example: "special tomato varieties", "grass-fed beef by side, quarter or individual cuts", "non-certified organic", "picked fresh every day", "biodynamic" etc.

6 Farm Gate Sales. The Local Food Map is a tool for consumers to find food grown or produced in our community. **You might not want customers to visit your farm** but invite them to find you or your food at another location (i.e. farmers’ market, produce auction, local store/restaurant etc.). Listing your farm on the map identifies you as a **“local producer”**. Please check the appropriate box below – either farm gate sales if you want customers to come to your farm, or no farm gate sales if you don’t. Please also list locations where your products are available for sale.

Farm Gate Sales No Farm Gate Sales

Please list any other locations where your products are available for sale (retail location(s) i.e. store, farmers’ market, website, etc.):

7 Hours of Operation (if applicable)

The Local Food Map will instruct consumers to **call ahead before visiting** participating farms. If you would like to indicate specific business hours and/or seasons, please list them (we recommend listing hours of operation, if possible). If you wish to emphasize that you do not want visitors on Sundays, please check the **“No Sunday Sales”** box, and we will put it next to your listing on the Map.

Months of the year open: _____

	<u>Hours Open</u>		<u>Hours Open</u>
Monday:	_____	Friday:	_____
Tuesday:	_____	Saturday:	_____
Wednesday:	_____	Sunday:	_____
Thursday:	_____	<input type="checkbox"/> <i>Check here for ‘No Sunday Sales’</i>	

Are pets welcome on your farm? **Yes** **No**

Do you welcome: **Organized tours** **Individual visits** **Other** _____

8 Foods you grow, raise or produce

Consumers want to know more about where and how their food is produced. The Local Food Map will become **an assurance to consumers that their food is local**. We ask that you distinguish between food and products that you grow, raise or produce and food that you purchase and “re-sell” to the consumer.

Please list the different types of vegetables, fruits, meats, herbs, grains, and other food products available for sale from your farm, **IN ORDER OF IMPORTANCE** as space may be limited. (On the website we can list all of your information.)

Please also let us know about special varieties and product details (heirloom tomatoes, frozen, value-added products etc.)

We grow/raise/produce: _____

We also sell: _____

9 Do you sell wholesale? If so, which products? _____

10 Please indicate which of the following certifications you have:

- Organic Fresh from the Island Demeter

Other: _____

11 **Principal Category.** The Local Food Map will be arranging farm listings by “category” and “location” in an attempt to make it easier for the consumer to use. Many farms could be listed in several categories but we ask that you chose one.

Our principal category is (check one):

- Meat, Fish, Poultry & Eggs Fruit Vegetables
 Maple Syrup, Honey & Cider Herbs Grains/Flours
 Other Farm Products Milk/Cheese Baked Goods & Preserves
(harvest decorations, Christmas trees etc.)

12 **Farm Events or Attractions**

If you have farm events or attractions that you wish to promote, list them here. Be sure to include dates, times and other information relevant to your event or attraction.

13 **Website Listing**

Website advertising is an important marketing tool and CGC has a new “purchasing local” section on its website which will guide local consumers to local food sources. ***This extra service is included in your map registration fee.*** We recognize that some farms may not wish to have their contact information shared on this site. If you wish not to have your farm advertised electronically please check the box below.

Please **DO NOT** add my products or contact information to the CGC website

Thank you for listing on the Local Food Map
Cowichan Green Community is dedicated to helping you reach new customers and generating business for your farm!

YES! PLEASE CONTACT ME WITH MORE INFORMATION ON
(check all that apply):

Additional Advertising on the 2010 Local Food Map or on the Local Food Map website

Being a distributor of 2010 Local Food Maps

Participating in a feature interview about your farm, possibly including video and photos

Information on Cowichan Green Community, our board and committees, and how we’re working to promote food security

Participating in public farm tours organized by Cowichan Green Community

Please sign the declaration below and return this form, along with your payment of \$35, in the envelope provided.

***Please make cheque payable to Cowichan Green Community Society,
181 Station Street, Duncan BC, V9L 1M8***

I, _____, certify and I accept responsibility for ensuring the above information is correct and will be adhered to.

Signature: _____ Date: _____

2010 Food Security Information Form

PLEASE PRINT OR TYPE ONLY!

THIS INFORMATION WILL NOT BE MADE AVAILABLE TO THE PUBLIC IN A FORM THAT IDENTIFIES YOUR FARM WITHOUT YOUR CONSENT.

1 What is the total amount of land at your farm? How many acres/hectares? _____

2 How much of the land is actively farmed? How many acres/hectares? _____

3 What percentage of your farms is dedicated to the following production categories?

Cattle (dairy & milk, beef)	___	Vegetables and Melons	___
Hog and Pig	___	Fruit and Tree-nut	___
Poultry and Egg	___	Greenhouse	___
Sheep and Goat	___	Nursery and Floriculture	___
Other Animals	___	Other Crops	___
Oilseed and Grain	___	Non-Producing	___

4 Please indicate the percentage of land on your farm in each of the following tenure categories:

Owned	___	Used through other arrangements	___
Leased from governments	___	Available for use by others	___
Rented/Leased from others	___	Rented/Leased to others	___
Crop-shared from others	___	Crop-shared to others	___
		Other land used by others	___

5 How many people are "farmers" at your farm? _____

6 What are the genders and ages of the farmers? _____

7 How many years have you been farming:

a. On your current land? _____

b. In total? _____

8 How long has this farm been in your family? _____

9 How long has this farm been used for agricultural purposes (if known)? _____

10 When do you plan to stop farming? _____

11 Do you have plans for the farm to continue when you stop? _____

12 How much of the food that you consume do you produce yourself?

0%	_____	41% - 60%	_____
1% - 20%	_____	61% - 80%	_____
21% - 40%	_____	81% - 100%	_____

13 What percentage of your food is sold within the following areas?

CVRD	_____	Canada Wide	_____
Vancouver Island	_____	International	_____
British Columbia	_____	Don't know	_____

14 What amount of your harvest is stored, or could be stored, for consumption over the winter months?

0%	_____	41% - 60%	_____
1% - 20%	_____	61% - 80%	_____
21% - 40%	_____	81% - 100%	_____

15 What factors would cause you to increase production?

16 Would you be willing to produce custom orders for bulk-purchasing groups, institutions or other large purchasers? _____

17 Where does your farm get water? Check all that apply?

Well	_____
Municipality	_____
Lake	_____
Stream/River	_____
Storage Pond	_____
Cistern	_____

18 Have you experience a water shortage in the last 5 years? _____

19 What challenges, if any, have you experienced around water availability on your farm?

- 20 What key regulations, organizations and programs **positively** affect you and your farm?
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-
-
- 21 What key regulations, organizations and programs **negatively** affect you and your farm?
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-
-
- 22 What community or public infrastructure is needed to increase food production and the viability of farming?
(eg meat processing, canning, transport to markets)
-
-
-
- 23 What skills and services are needed to increase food production and the viability of farming? (eg labour pool, food storage, marketing assistance)
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-
-
- 24 One aspect of food security is to consider areas of vulnerability in food production if our current food system changes. For example, consider what would happen to your farm operation if the price of oil doubled, or if the island was cut-off from the mainland for months at a time. With this in mind, please consider what resources your farm requires to operate, whether they are available locally, and how vulnerable your operation is to changes in access to these resources.

INPUT	LOCAL SUPPLY (Y/N)	VULNERABILITY 1=LOW - 5=HIGH
Chemical Fertilizer		
Manure		
Compost		
Seeds, starts and seedlings		
Babies (chicks, calves etc)		
Pesticides (herbicides, insecticides, etc)		
Soil amendments (lime, peat, etc)		
Animal feed (hay, grain etc)		
Animal supplements and medications		
Fuel (petrol, diesel, propane etc)		
Building materials (fence posts, wire, etc)		
Machinery, tools, parts		
Part-time/seasonal labour		
Other		
Other		
Other		