



## Zorra Oxford Fresh Entrance Sign Program



### Project Background:

Rural Oxford Economic Development submitted a successful application to Community Futures to increase awareness of farms in Zorra Township that are selling direct to consumers. This one year project will coordinate a laneway signage program for farm gate, test way-finding signage and increase awareness of where to shop locally through a marketing campaign. If this program is successful, aspects of it will be considered to roll-out across Oxford County.

### Oxford Fresh Entrance Sign Program:

The purpose of this program is assist more farm gate in having an entrance sign at their property. All signs will also have a unified look making it easy for people to recognize it is a farm gate business. The signs will help advertise your business but also help people find you when driving to your location.

This program is focusing on smaller farms primarily selling what they grow. As these are typically smaller operations people can use some guidance on where to go on the property. Drive up your laneway with a fresh set of eyes. How many doors or buildings could people approach, where do they park, how can they tell if you are open for business, once inside how can they pay? Helping them find their way onto and through your property is your first step in welcoming them. Therefore each farm participating in this signage program must meet the following basic requirements for customer service.

### Criteria:

- Farms must be selling what they grow. They can have up to 6 items from other Ontario farms also for sale but they must be signed stating where they are from. We encourage farms to use this opportunity to tell the local food story of these items (e.g. farm name, town/region, is it a relatives farm, is it a farm that buys from you or sells your product)
- Have signage installed indicating:
  - Retail shop entrance (e.g. on the doorway)
  - If regular hours are held, a sign at the entrance indicating open or closed and what regular hours are
  - Identifying where to park
- If by appointment: you need signage at the entrance saying this and providing a phone number or website for people to connect with you. You may want to consider including this text on your road sign as well.
- Display the Oxford Fresh maps in your retail space. By sharing this map of other local producers we grow stronger together promoting nearby shops people can visit.

✓ Yes sign me up for the Zorra Oxford Fresh Farm Gate Signage Program.

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

Mailing Address (street, town postal code): \_\_\_\_\_

Site Address: (if different): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Help us connect with you. Please provide your business website & social media links

Website: \_\_\_\_\_ Facebook.com/ \_\_\_\_\_

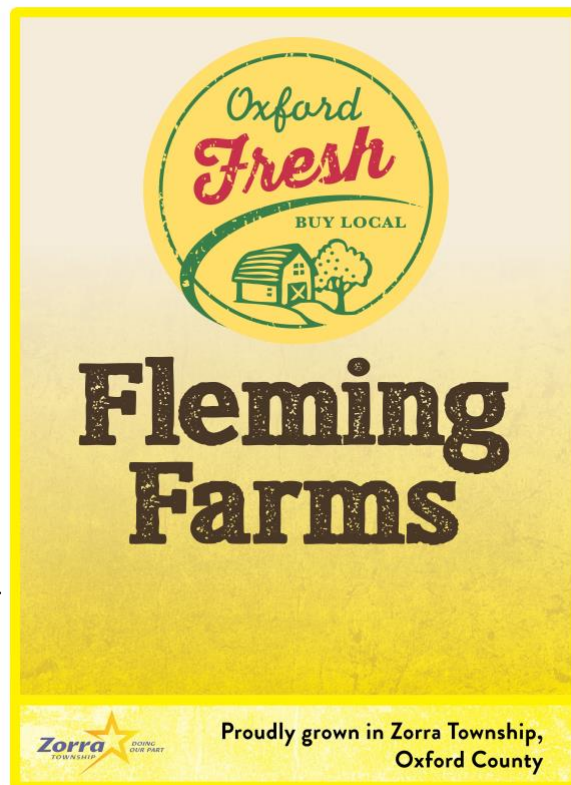
Twitter@ \_\_\_\_\_ Instagram: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Owner/Manager: \_\_\_\_\_

### Sample sign

Title  
2 lines

2 more  
line of  
text here



# Enter Your Sign Content Here:

## Farm Name:

Up to 20 CHARACTERS

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## Description: 1-2 lines that appear under farm name

Up to 70 characters (e.g. contact, products for sale, by apt, hours...)

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## Logo and wording at bottom is fixed and the same on all signs.

**ZORRA PAYMENT OPTIONS** – Cash, Cheque or Debit accepted at the Township office. Online or telephone banking is available for paying for Zorra Oxford Fresh. To setup your payment through your online banking, go to “add a bill” and search for “Zorra”.

Select Zorra Township Tax and enter 12345678900 as your account number. If an error occurs, please add the extra four zeros at the end and try again.

### **Terms and Conditions:**

**Criteria:** By participating in this program you agree to meet the criteria outlined on page 1 of this document.

**Cost:** The Current estimated cost for 1 sign is \$100 including graphic design and manufacturing. The estimated cost for 1 portable sign (to use at farm markets) is \$50. Prior to going to print we will be in touch with you to confirm the final rate and that you do want to participate. ***Cheques can be made out to: Rural Oxford EDC***

I would like one Farmgate sign (\$100)

I would like one Portable sign (\$50)

**Terms of Payment:** Payment to be received 30 days from invoicing. A late payment charge of 1.5% per month will be applied to any outstanding balance.

**Errors or Omissions:** It is your responsibility to proof read your sign that will be emailed to you before it goes to print.

By signing below, you agree to meet the above terms and conditions to participate in the Oxford Fresh Entrance Sign Program.

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Signature

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Name

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Date

This program is proudly brought to you by:

