

FALL RURAL ROMP 2018

Location Participant



Farm and food partners in Southern Wellington County (Centre Wellington, Erin, Guelph/Eramosa, Puslinch) and the City of Guelph are invited to participate in the annual Fall Rural Romp, a self-guided tour of our County's unique farm and food locations and experiences.

When: Saturday, September 29 from 10:00am - 4:00pm

Cost to Participate: \$50 for Taste Real partner businesses

Maps/Poster: To make it easier to travel to and from Romp locations and to promote the Romp, maps are being designed specifically for the day. In addition we will supply you with posters/postcards to promote the Rural Romp beforehand. Maps/posters will also be available in advance and downloadable from the taste real and municipal websites. Maps will include GPS coordinates so rompers can better locate each location.

Insurance: Ensure you have adequate liability insurance coverage to receive the public on your property.

Set up:

1. **Signage:** Help people find the way to your location. We'll supply you with H-Frame Rural Romp signs. If your location is hard to find, please try to use additional signs or markers (balloons, etc).
2. **Logistics:** Think about parking and flow of cars and people. Is there an area you don't want people to access? Please make sure you have signage or block off the area with a visual barrier.
3. **Beautification:** People expect to be visiting a working farm or food business, however first impressions are important and part of the experience. It starts when people drive up your driveway. What do they see? What would you like them to see? The more welcoming your place looks the better the experience.
4. **Sales:** Ensure visitors know if/what products they can purchase at your location. Display products or have a sign available that lists items and costs.

Programming: - Give it your best shot

The Romp provides the frame work for a perfect opportunity to get face to face with a lot of potential customers. It is a chance to showcase your business, your farming/producing practices and teach people about the importance of local food and farming. Show off your business and create a lasting experience with visitors. Think about offering a unique activity on Romp day. Ideas include: tours, workshops, demonstrations and specials.

We encourage you to partner with a local artist or musician. If you are interested in partnerships, please let us know.

The Romp attracts many families and our youngest participants are eager to see, touch and learn. Kid's activities are not required but are always popular. They can be as easy as a few shovels and dirt for planting a seed or petting an animal. Please ensure that you are providing what you have advertised.

'You get out what you put into it. Make the visit to your location a memorable experience!'

Food samples: We encourage you to make a unique ‘Must Taste’ sample available, if possible. It could be a vegetable you grow on your farm or prepared foods.

If you do not have a food service component at your location, we may be able to pair you up with a food service provider (restaurant chef, caterer, etc) to prepare a dish/samples with ingredients from your location.

Samples may be offered for free to visitors or the chef/you may charge a small amount to cover your cost. We suggest not charging more than \$2 per sample. (In addition to the samples, full size portions can be sold, if desired). Once you are paired up with a food partner, please arrange all details regarding procurement and logistics of the food. Your food service partner may set up a station at the farm to serve the samples or collaborate with you to serve samples.

‘Felfie’ booth: In order to increase social media interaction Rompers are able to take ‘Felfies’ (farm selfies). We will provide you with the necessary materials and a chalkboard sign that calls out your farm specifically. Please provide an adequate space to display these products and choose a unique backdrop for the ‘felfie’. It could be in front of a barn, your farm sign, close to animals or another good location on your farm.

Photo Contest:

Visitors are encouraged to enter any great Romp photos in the Taste Real photo contest to win one of three great prizes. An information sheet will be supplied to you to make available for visitors.

Visitor ballots – Guess the weight of the pumpkin:

To get feedback from rompers, please ask them to enter visitor ballots at each location – online or in paper. Feedback will be collected in form of a pumpkin contest. We will provide all materials.

2018 Promotion:

- 1000+ postcards and posters distributed to nearby communities in Wellington (including Guelph) and neighbouring regions.
- 700 maps to be distributed at various events and locations or as a download from www.tastereal.ca
- Media release
- Print and online advertising
- Advertising through local radio stations
- Regional and food/farm specific event calendars, websites, blogs and e-newsletters
- Comprehensive, location-specific social media promotion – Facebook, Twitter and Instagram

This is your event! Promote it the best you can. Here are some ideas:

- Promoting the Romp to your contacts and customers through your channels, newsletters
- Posting the event on facebook, twitter or other social media channels using #RuralRomp
- Placing posters in prominent locations within your business and other public places in your local community.

If you are interested in participating as a location in the Fall Rural Romp fill out the attached application form and send to Taste Real.

Taste Real /County of Wellington

Christina Mann, Taste Real Coordinator

christinam@wellington.ca

Phone: 226.971.0264 | Fax: 519.837.0285

FALL RURAL ROMP 2018 - APPLICATION FORM

Event Date: September 29, 2018
Application Deadline: August 10, 2018

Location Name: _____

Contact Name: _____ Phone: _____

Email: _____

Website: _____

Address: _____

GPS Coordinates: _____

Payment:

Taste Real Partners: \$50 + HST = \$56.50

<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Cheque - issue cheque to County of Wellington
Card Holder Name:		
Card #:		
Expiry Date ____/____	Three digit security code ___ (required)	
Card Holder Signature:		

Prepared food and food samples

Please note that depending on the item, cooked food need to be prepared in a public health certified kitchen, but can be served, heated etc. at any location. We want to make this as easy as possible for everyone and will supply you with all the information and some equipment to ensure the food is served in a safe manner.

Please check below which option applies to you:

- We will not be serving food samples
- We will prepare and serve our own food samples or dishes
- We would like to be partnered with a food service partner. We don't have a specific business in mind.
- We would like to be partnered with a food service partner. We would be interested in working with the following business

What ingredients would you like to be used in the 'Must Taste' dish from your farm?



Location Description:

Few sentences about what people can expect on the Romp at your location: (If this information is not known by the time of application, please forward a short description to christinam@wellington.ca by **August 10.**)

To give you an idea – here are examples of Spring Rural Romp location descriptions:

 **MAPLETON'S ORGANIC DAIRY**
8548 Wellington Rd 7, MOOREFIELD
GPS 43.824402,-80.737839
T 519.638.1115 www.mapletonsorganic.ca

Meet the animals in our demonstration barn, see how our cows milk themselves with our voluntary milking system, or find your way through a cedar maze. Have a light organic lunch in our café followed by ice cream made right on site, or choose from an assortment of other fresh baked treats. Try one of Wellington's famous 'Must Tastes': our Dandelion Ice Cream!

 **ARTHUR GREENHOUSES**
7470 Second Line, ARTHUR
GPS 43.828838, -80.495226
T 519.848.6816 www.arthurgreenhouses.ca



Visit our farm and plant nursery for a huge selection of herbs, fruit trees, shrubs and vegetable transplants. Choose from a wide variety of seeds and browse our greenhouse for bedding plants, perennials, hanging basketes, planters and more. Relax by the pond and visit with **Drayton Chop House's** chef who will be on site serving up food samples created with some of our first spring produce.

Please send completed application to:

Email: christinam@wellington.ca
Fax: 519.837.0285
Mail: Taste Real, County of Wellington
74 Woolwich Street
Guelph ON, N1H 3T9