



YORK FARM FRESH

2020 MARKETING

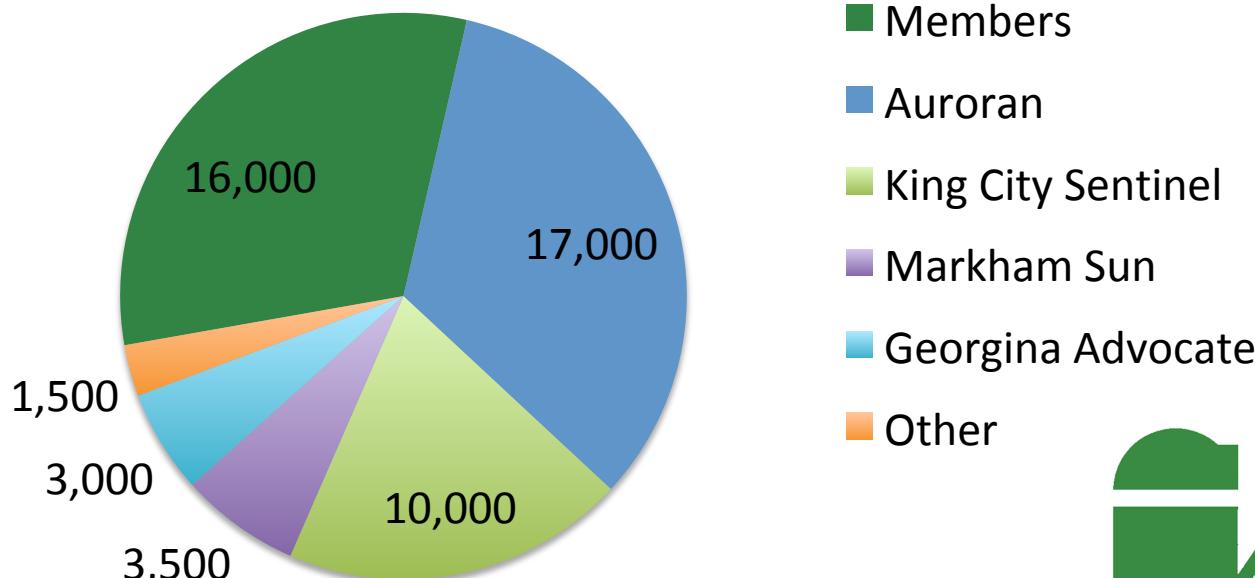
SEASON REPORT

York Farm Fresh Association 2020
Marketing Season Report



MAP DISTRIBUTION

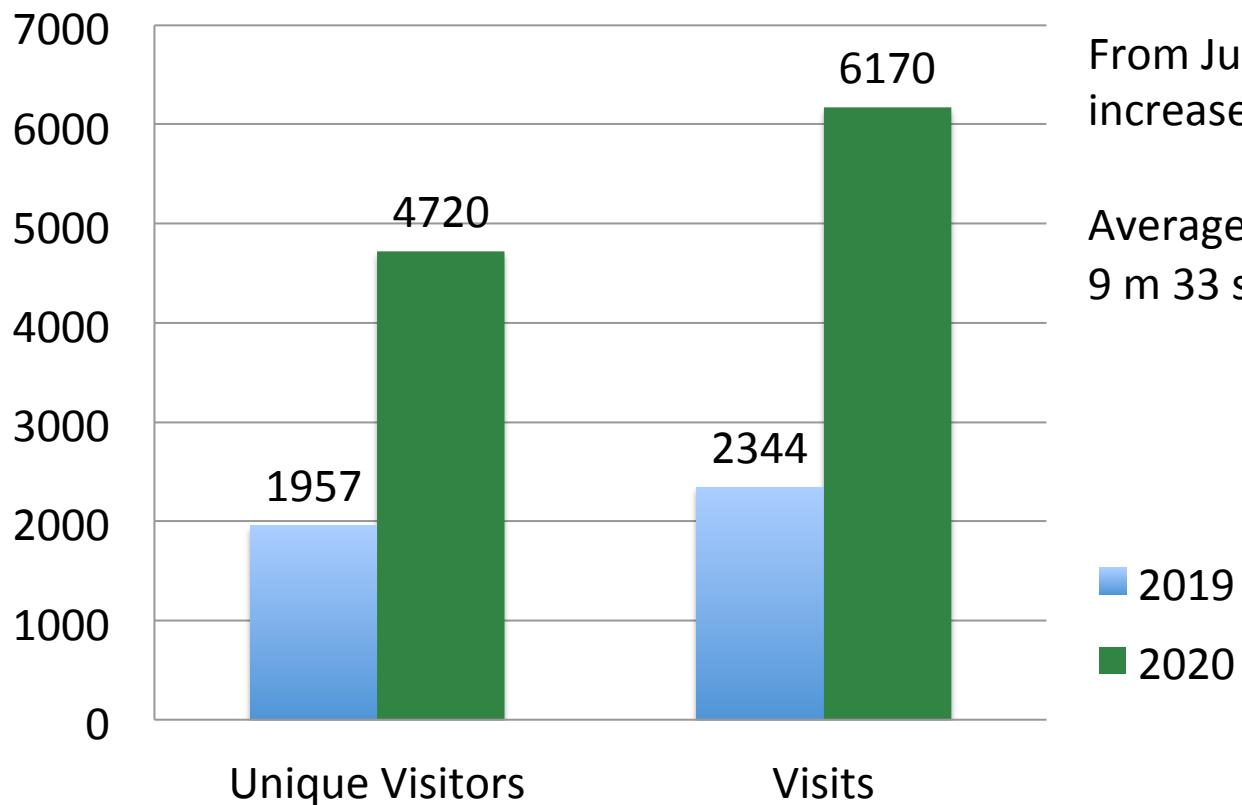
51,000 copies of the 2020 York Farm Fresh Guide Map were printed and distributed via members and targeted local newspaper insertion



York Farm Fresh Association 2020
Marketing Season Report



WEBSITE TRAFFIC



From June to October website traffic increased by 163% from 2019

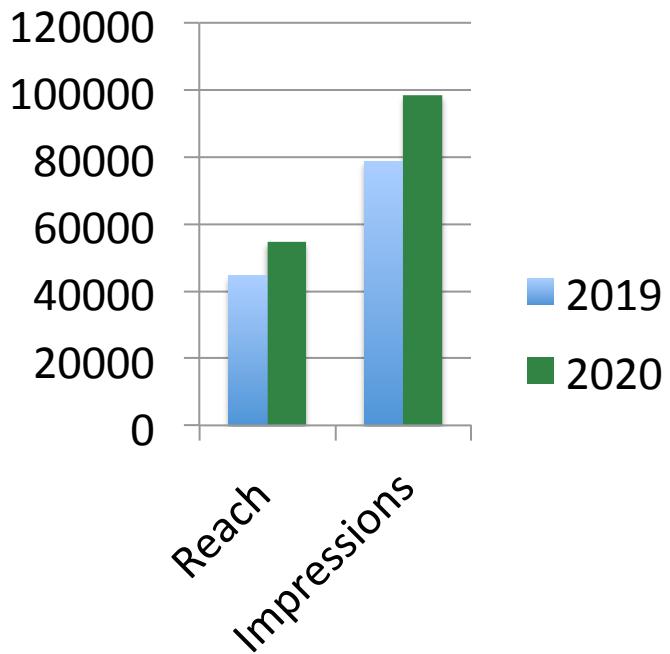
Average Session Length
9 m 33 seconds

■ 2019
■ 2020

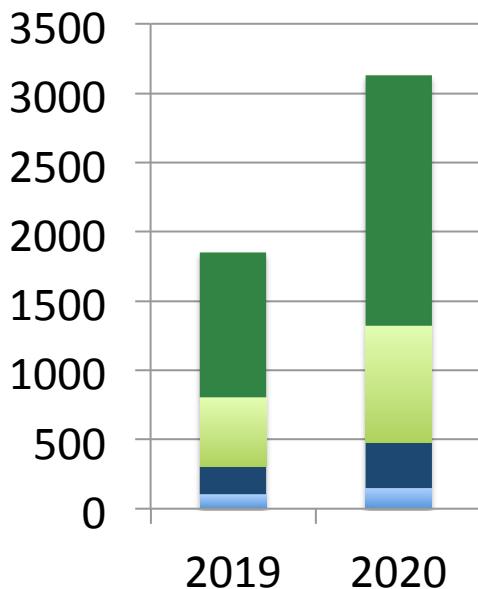


SOCIAL MEDIA

From June to October social media
'Reach' and 'Impressions' increased
By 22% and 25% from 2019



FOLLOWERS



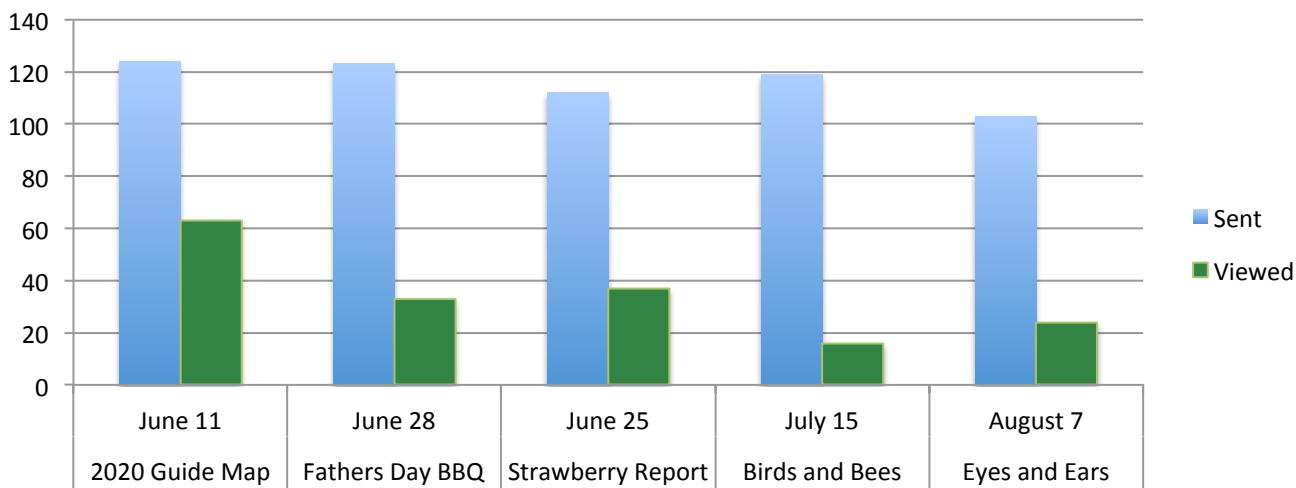
Followers increase from 2019 as %

- Instagram - 72%
- Facebook - 71%
- Newsletter - 61%
- Twitter - 43%



NEWSLETTERS

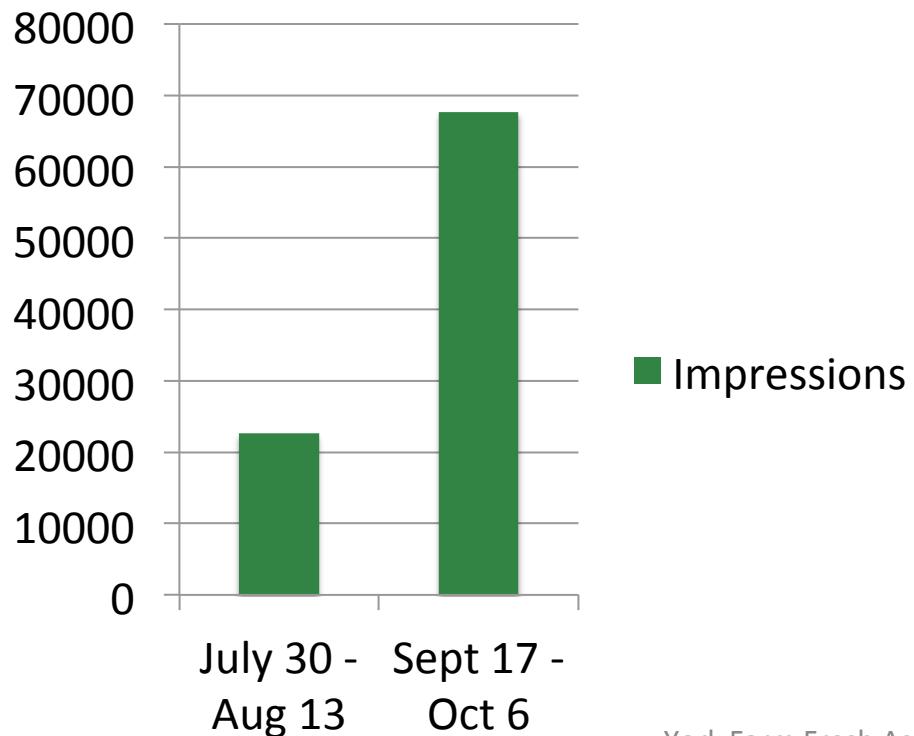
Average newsletter click rate of 29%





DIGITAL ADVERTISING

2 'Digital Ad' campaigns across yorkregion.com platforms to support map distribution



The screenshot shows the YorkRegion.com homepage. At the top right, there is a user profile for 'Paul'. Below the header, there is a navigation bar with links for 'ANNOUNCEMENTS', 'MARKETPLACE', and a search icon. A sidebar on the left features a large image of the '2020 GUIDE MAP' for 'FARM FRESH FARMS | FARMERS' MARKETS'. The main content area displays several news articles with dates ranging from July 29, 2020, to August 19, 2020. At the bottom of the page, there is a section titled 'MORE STORIES' with a preview of the '2020 GUIDE MAP'.



16 THE WEEKLY SENTINEL Thursday July 2, 2020

King Weekly Sentinel

Arts & Entertainment

King Library offers French storytime for youngsters

By Kristal Riegel-Blum

In a continuation of its efforts to reach out to parents virtually, King Township Library has added a new hour-long French storytime on Live at Home. It is presented on the KTPA's website www.kingtwp.ca and YouTube channel every Thursday.

"We have had tremendous success with the storytimes we've offered online in King that went viral," said King Township Library director Kristal Riegel-Blum. "The library has invited this audience to engage their families. Currently, they are open to anyone who has been exposed to French or has some familiarity with the language."

French storytimes are now available in King that went viral. The library has invited this audience to engage their families. Currently, they are open to anyone who has been exposed to French or has some familiarity with the language.

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A typical storytime includes books and songs in French, most of which are translated from English to French. This is because our youngest readers are more comfortable reading about characters that they are already familiar with, such as Peter Rabbit and Piggle Wiggle. It replaced listening and dancing with a great mix of listening and dancing any French skills needed like a very dancing task. However, the storytimes are still a great learning exercise and give each word a picture to go along with it.

The program is part of the French Immersion in Grades 1-4 to help them learn the basics of French.

"We have received positive comments from parents and teachers in collecting live at home storytimes. There has been a great way to engage our students in learning French," said Kristal Riegel-Blum and give them added fun with the storytimes.

In June, KTPA's French storytimes, visit www.kingtwp.ca or email kristal@kingtwp.ca.



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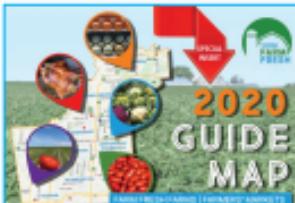
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Experience the FRESHNESS
York Region has to offer



Five Passport Stamps are available to collect. Each route offers a mix of produce, prepared and farm-fresh packaged foods.

PASSPORT to FRESH To enter, collect virtual stamps from a route taken at the farm or agricultural location, info@yorkfarmfresh.ca | www.yorkfarmfresh.ca

Visit www.yorkfarmfresh.ca for more information on current routes and bullet entry info.



PRINT ADVERTISING

Ad placement and editorial to support map distribution

King City Sentinel – July 3 – 10,300 circulation
Auroran – July 30 - 17,000 circulation

THE AURORAN, Thursday, July 30, 2020 Page 3

Briefly

York Farm Fresh 2020 guide maps out

York Farm Fresh Association is excited to announce that their York Farm Fresh 2020 Guide Map is now available.

This map lists 32 Farms offering direct farm gate sales and six Farmers' Markets in York Region.

It serves as a guide for the community to uncover local farm fresh products within the region. Maps are available at member farms and can be downloaded from their website – www.yorkfarmfresh.com/.

"York Farm Fresh members remain committed to servicing the community by offering a source to local, healthy food throughout the COVID-19 health crisis. Service offerings are modified to ensure a safe shopping experience. The map guides residents to shop local and really get to meet their farmers and know their food," said Chloe Thurston, Chair of York Farm Fresh.

"This year, we introduced five Passport Routes to provide the public with easy paths to access to local food. We encourage people to visit many of the farms on the map and enter for a chance to win monthly prizes and a fantastical Thanksgiving Day basket full of locally grown produce, eggs, honey, meats and more! There's no catch 'FRESHness' to enjoy that is so close to home, take a drive and see for yourself!"

The Passport to Fresh contest has gone virtual for 2020. Participants visiting member farms can take a photo of the location, or product purchases and share on social media with the #PassportToFresh hashtag to earn a virtual stamp. Stamps are entered for prizes on the York Farm Fresh website – www.yorkfarmfresh.com/passport.

Prizes will be awarded monthly on August 11, September 7 and for the grand prize, a Thanksgiving Harvest Basket, on October 11.

The basket is filled with everything needed to have a family feast with all the items sourced from member farms.

To show appreciation for front line workers, winners will be asked to nominate a worker to receive an additional prize. Founded in 2017, York Farm Fresh, is a non-profit organization uniting farmers, farmers' markets, small food processors as well as other stakeholders who care about food produced in York Region.

York Farm Fresh exists to connect customers and community to York Region grown local food, beverage and products at farms, farmers' markets and farm experiences by joint marketing, promotion and education initiatives with a goal to increase revenue for members.





TOTAL OUTREACH

