



2019 Oxford Fresh Laneway Sign Program

Background: In 2018 Oxford Fresh, Rural Oxford Economic Development Zorra Township and Community Futures/Future Oxford Legacy Fund partnered to test offering laneway signage for farm gate producers. This project was a success and Oxford Fresh now wants to roll it out across the County. All signs will 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.

Who Can Apply:

Farms that are selling what they grow directly to consumers and meet the following criteria can apply. The criteria listed ensure a positive experience for shoppers. 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? How can they pay? Helping them find their way onto and through your property/shop 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 online option for people to connect with you. You may want to consider including this text on your laneway 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.

Sample sign

Size: 2 feet by 32 inches. Double-sided

Material: made from aluminum, pre-drilled holes for installation

Title
2 lines

2 more line of
text here



✓ Yes sign me up for the 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: _____

Enter Your Sign Content Here:

Farm Name:

Up to 10 CHARACTERS

Description: 1-2 lines that appear under farm name

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

Terms and Conditions:

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

Cost: The cost for 1 sign is \$100 (+HST) including graphic design and manufacturing.

Terms of Payment: Signs will not be produced without payment. Please submit payment to the County of Oxford. Payment can be made by credit card by calling 1-866-801-7368 or send cheque to County of Oxford, ATTN Tourism, 21 Reeve St PO Box 1614, Woodstock ON N4S 7Y3

Errors & 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 & conditions to participate in the Oxford Fresh Entrance Sign Program.

Signature

Name (Print)

Date

Oxford Fresh is a partnership between Tourism Oxford & the Oxford County Federation of Agriculture