

York Farm Fresh Workplan with Deliverables for 2020

SUPPORT FULFILLMENT OF STRATEGY

	Goal	Priority Objectives	Timelines	Measures of Progress (KPIs)
1. 1. a	Guiding the organization through the development of directional signage	Promotion of signage program to public	Completed by May 30, 2020	Information on signage program communicated to public via social media
1. 1. b		Administration of sign program for new member enrolment	January - June 2020	Member signs installed for 2020 season
1. 2. a	Continue annual production of the York Region Farm Fresh Guide Map and initiatives to promote and raise awareness of locally produced agricultural products	Redesign of map copy to increase quantity of placements	Completed by May 30, 2020	Limited characters per member to maximize 'sellable' space
1. 2. b		Improve effectiveness of map as navigational tool online	Completed by May 30, 2020	Add search capabilities to map for specific items
1. 3.	Support the Region to administer a survey with York Region Farm Fresh members	Provide support to oversee administration of the survey to York Farm Fresh members. The survey development and data analysis will be conducted by the Region	Completed by March 31, 2020	TBD Based on region interest

DELIVER JOINT MARKETING INITIATIVES

	Goal	Priority Objectives	Timelines	Measures of Progress (KPIs)
2. 1. a	Continue marketing of York Farm Fresh Guide Map as a tool to connect consumers with local food options.	Revamp 'Passport to Fresh' promotion	Ongoing to March 2020	Increased passport submission and engagement
2. 1. b		Refine distribution plan using Environics data	April 2020 to July 2020	Increased passport submission and engagement
2. 2. a	Maintain active social media presence using profiles to educate public on York Region direct farm offerings, seasonal availability and events.	Continue active social media presence on Instagram, Facebook, Twitter	Ongoing to December 2020	Increased followers and post engagement - target 50% increase in 2020
2. 2. b		Develop Social media campaigns to promote and encourage participation in Passport To Fresh and to assist with promoting the Region's campaigns	Ongoing to December 2020	Increased entries vs. 2020 - target 50% increase in 2019
2. 3	Produce newsletters and e marketing content to provide seasonal updates and member farm offerings and events.	Produce monthly newsletter highlighting seasonal offering. Incorporate food safety initiatives and content from York Region campaigns	Ongoing to December 2020	Increased opens and click throughs
2. 4. a	Build yorkfarmfresh.com and blog as premier source of farm information in York Region.	Monitor web traffic for customer insights	Ongoing to December 2020	Develop tracking measure - # of new website visitors, most visited pages, pages most time spent, referring sites
2. 4. b		Utilize social media and 'Passport to Fresh' contest to drive people to website	Ongoing to December 2020	Increased entries via website form vs 2019
2. 5	Connect public and consumers with agricultural and food events to promote York Farm Fresh members and regional food	Assist in developing a driving agricultural tour of York Region	Feb to November 2020	One day event executed in 2020

COMMUNITY BUILDING

	Goal	Priority Objectives		Measures of Progress
3. 1. a	Develop blog content to feature members, industry and food safety matters	Educate consumers on members, local food and food safety initiatives in York Region. Tie in current York Region campaigns	January - December 2020	Increased traffic on blog and social media engagment (shares / mentions)
3. 2	Utilize newsletters to highlight member offerings and encourage attendance at events	Continue membership product lists through season. Promotional opportunities for events, associate members	May - October 2020	Increased click throughs, website visits and member site visits.
3. 3	Establish connection with influencers and related social media channels to amplify messaging and content	Connect with partners and key influencers to promote York Region food	January - December 2020	Increase shares and mentions by partners and influencers
3. 4	Increase Membership through additional farm members and new membership avenues	Develop associate member program	January - December 2020	Sell 5 Associate Memberships in 2020
3. 5	Attend events to connect directly with consumers to provide guidance on local food options	Represent the York Farm Fresh membership at Farmers Markets and other member food events. Connect locals with fresh food resouces in community	May - October 2020	Engagement, social media interaction and map distribution will be measured.

PROVIDE NETWORKING AND EDUCATIONAL OPPORTUNITIES

	Goal	Priority Objectives		Measures of Progress
4. 1	Develop and host a networking and education event for York Farm Fresh members. The event will promote York Farm Fresh members and connect with local food consuming community and industry	Host annual networking and education event to connect members with community and industry, as well as provide a training opportunity for York Farm Fresh members	Completed by June 30, 2020	One event executed with member participation (min of 30 participants), positive evaluation from membership
4. 2	Encourage members to attend events alongside York Farm Fresh	Offer members opportunity to promote business at joined events	Ongoing to November 2020	Membership involvement and social media mentions