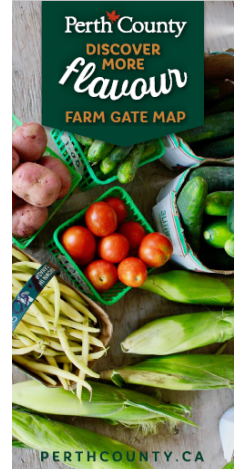


# Welcome to the Perth County *Discover More Flavour* Farm Gate Signage Program!

We are excited that you are interested in helping to promote all the great local food you produce through the *Discover More Flavour* promotional program!

## ***What is Discover More Flavour?***

In 2019, Perth County launched their inaugural Farm Gate Map to boost agri-tourism and encourage buying local food whenever possible. This program was a success, and Perth County recognized that there is a clear demand for information on where and how to access local food, agriculture experiences, and farm gate shopping opportunities. In 2021 Perth County Economic Development and Tourism team developed and launched an updated, revitalized *Discover More Flavour* Farm Gate Map program. The goal is to promote and draw more customers to each of these agricultural businesses. **Perth County launched another updated hard-copy Farm Gate Map in June 2022, and is accepting new businesses to join the digital map on an ongoing basis.**



## ***What are the benefits of participating?***

All participating Farm Gate Businesses will receive a signage kit to help raise awareness and presence at the road-side. Promotional kits will be distributed on a first come first served basis. Examples of what the kits will include are below (municipality naming will differ based on business location). Your business will also be featured on our online and physical Farm Gate Maps, and promoted throughout the year on our website and social media platforms with photography, videography, blog posts, and more.



## ***What is the cost?***

Participation in this program is completely free.

## ***How do I participate?***

Visit [www.perthcounty.ca/FarmGate](http://www.perthcounty.ca/FarmGate) and complete the simple online form. Once we receive your form, a member of our team will reach out to you to confirm eligibility, confirm the information provided, and to coordinate delivery of your signage items.

**Additional questions?**

**Email: [tourism@perthcounty.ca](mailto:tourism@perthcounty.ca)**