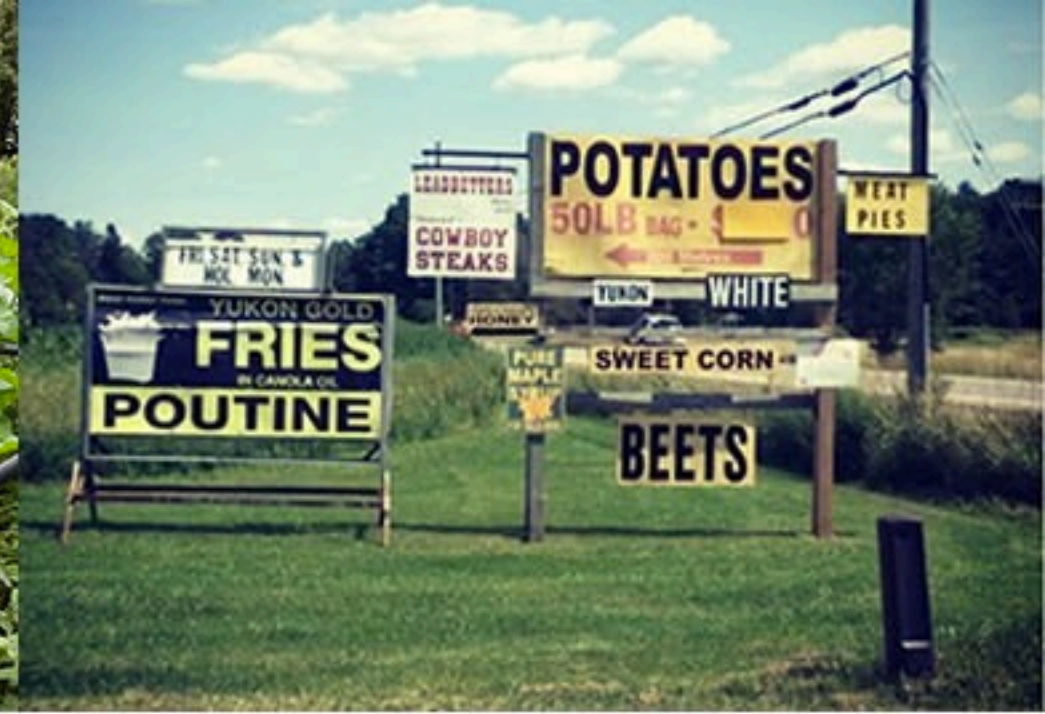
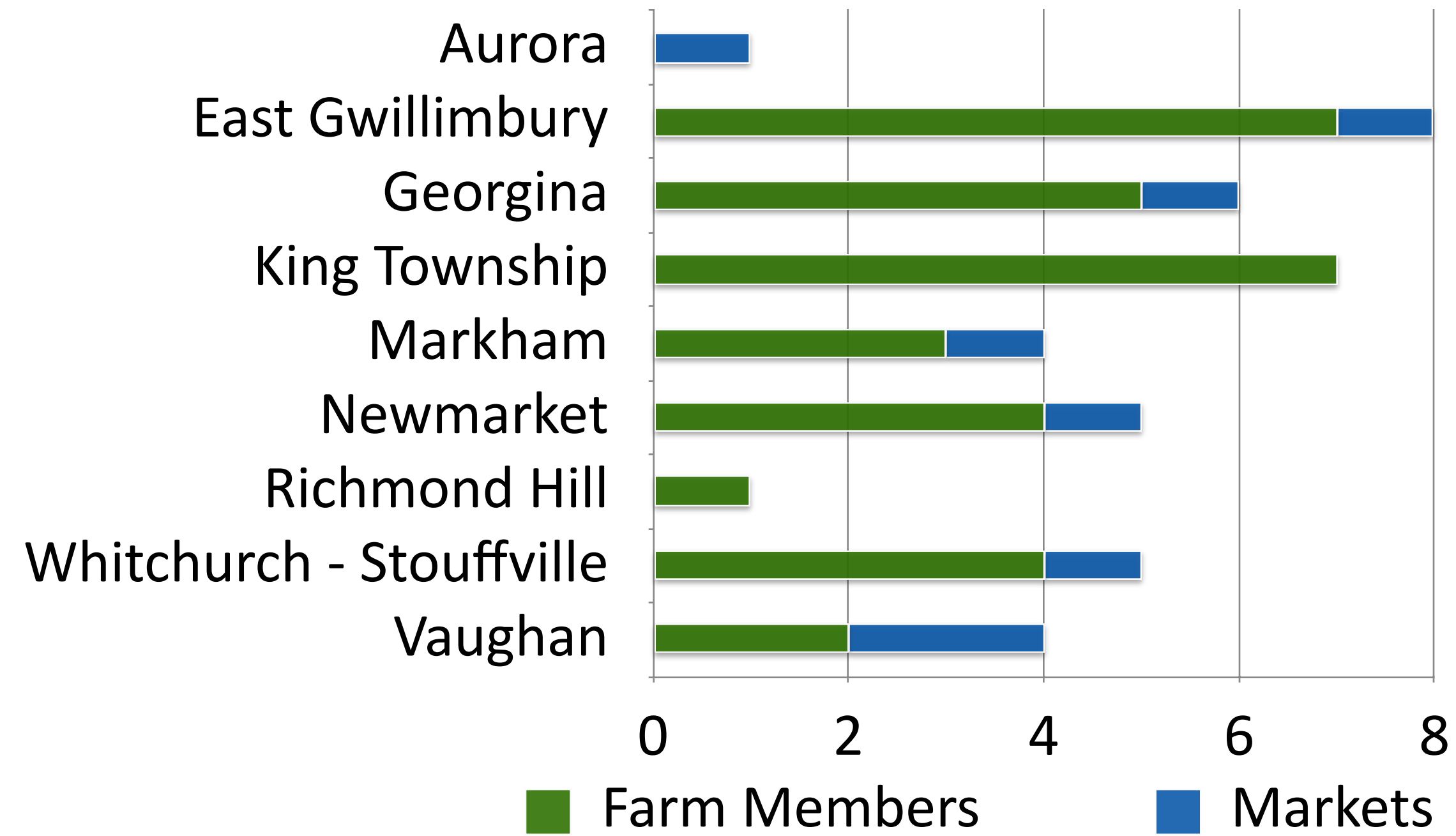


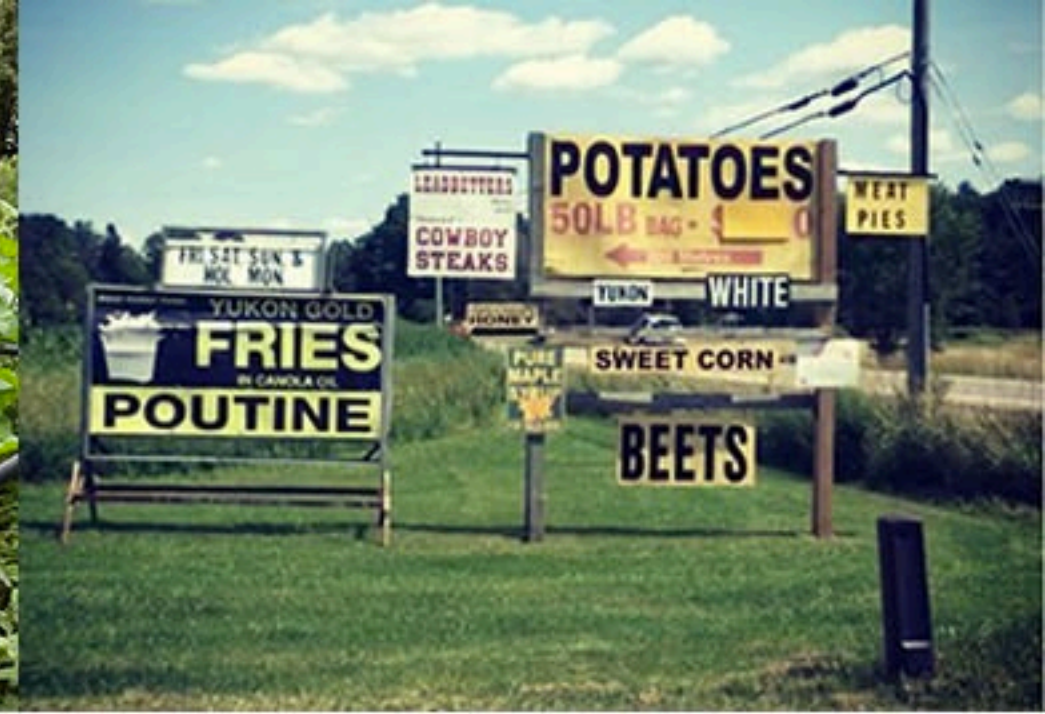
YORK FARM FRESH 2021 SEASON REPORT





36 Farm Members - 8 Farmers Markets





2021 SEASON REVIEW

Guide Map listing translated into 7 languages

- French
- Chinese - Traditional
- Chinese - Simplified
- Russian
- Urdu
- Tamil
- Farsi

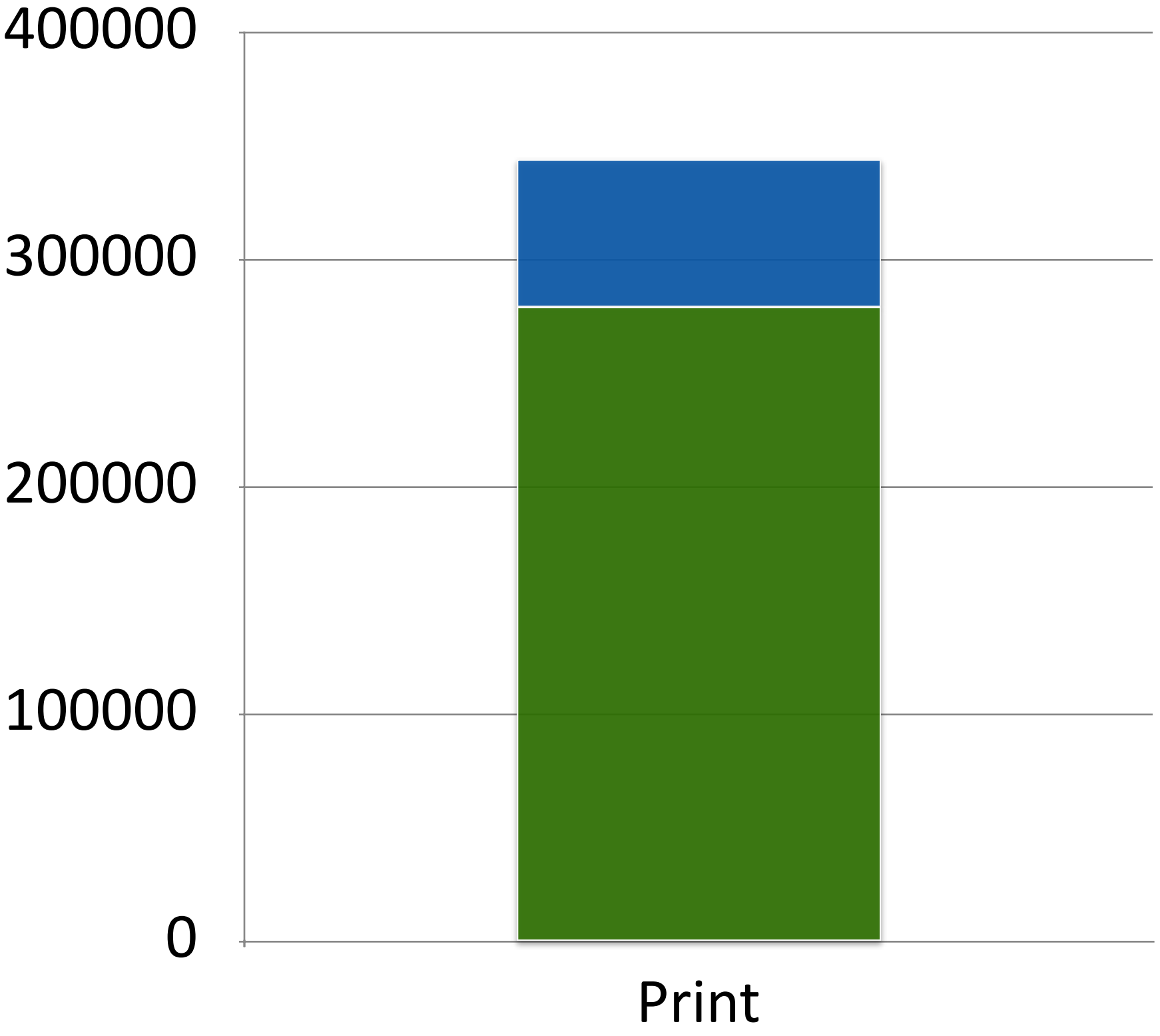
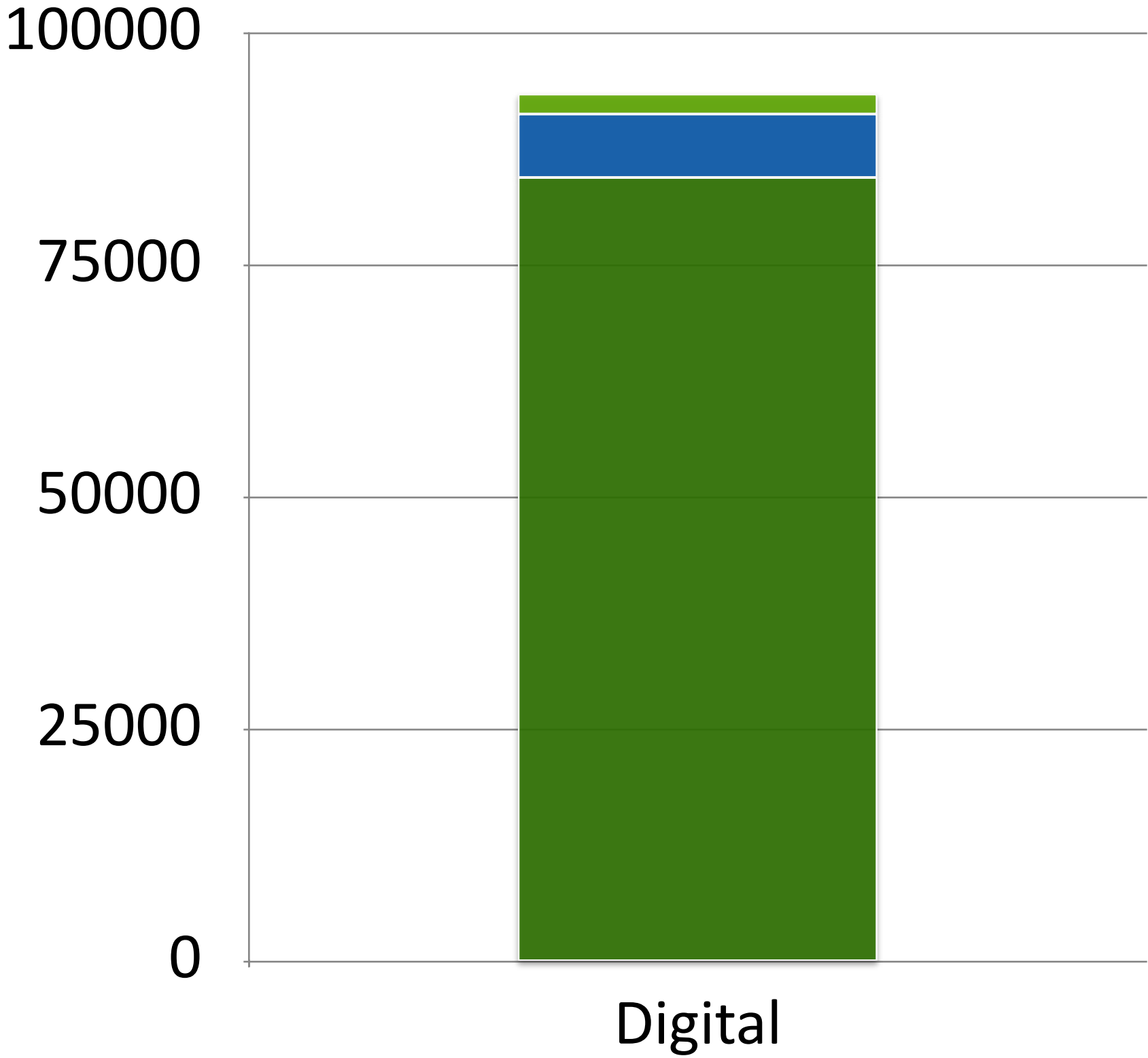
York Farm Fresh App launched

Promotional videos shot



TOTAL OUTREACH

437,297



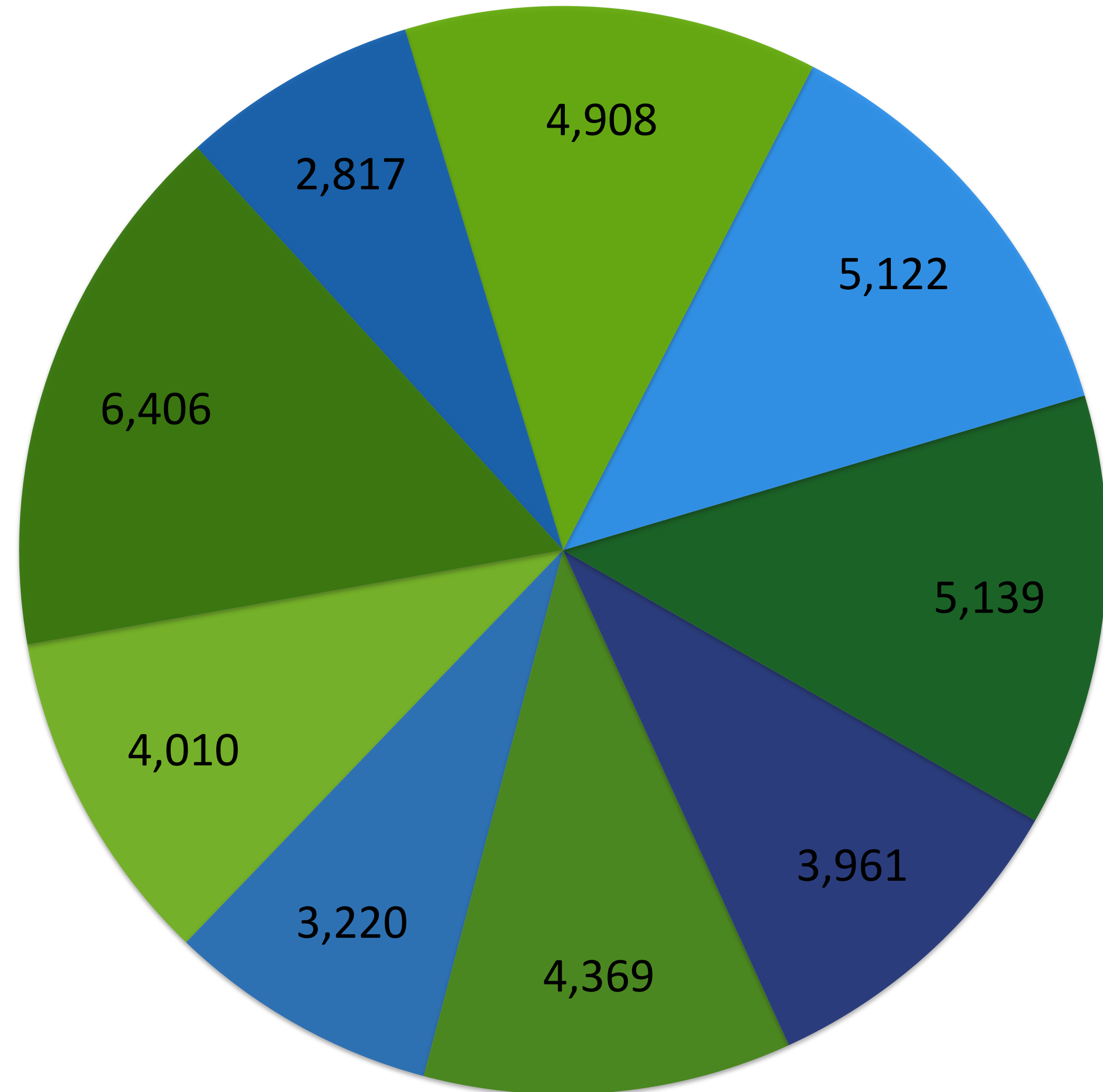
- Eblast
- Website
- Social Media

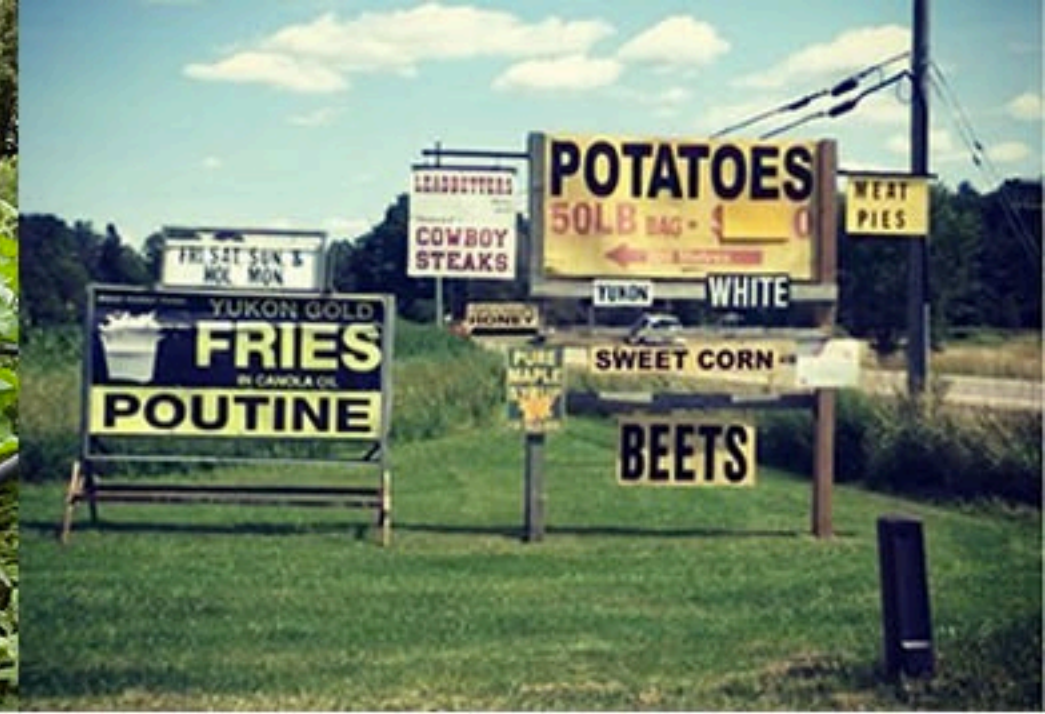
- Map Distribution
- Print Ads

MAP DISTRIBUTION

65,000 copies of the 2021 York Farm Fresh Guide Map were printed and distributed via members and targeted local newspaper insertion

- Auroran
- East Gwillimbury Express
- Georgina Advocate
- King Weekly Sentinel
- Markham Economist and Sun
- Newmarket Era
- Richmond Hill The Liberal
- Stouffville Sun Tribune
- Vaughan Citizen





YORK FARM FRESH APP

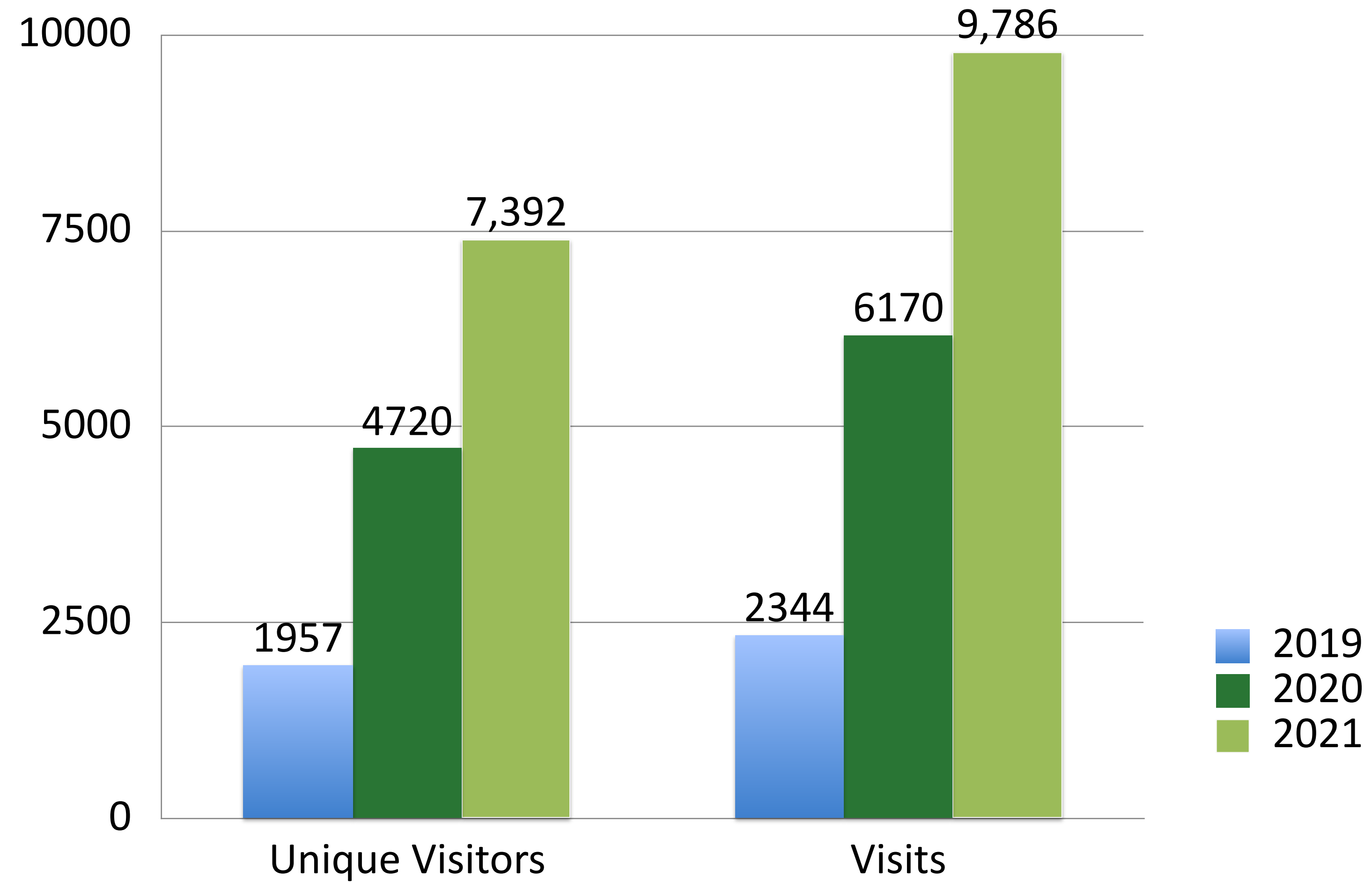


Available on Google Play and the App Store

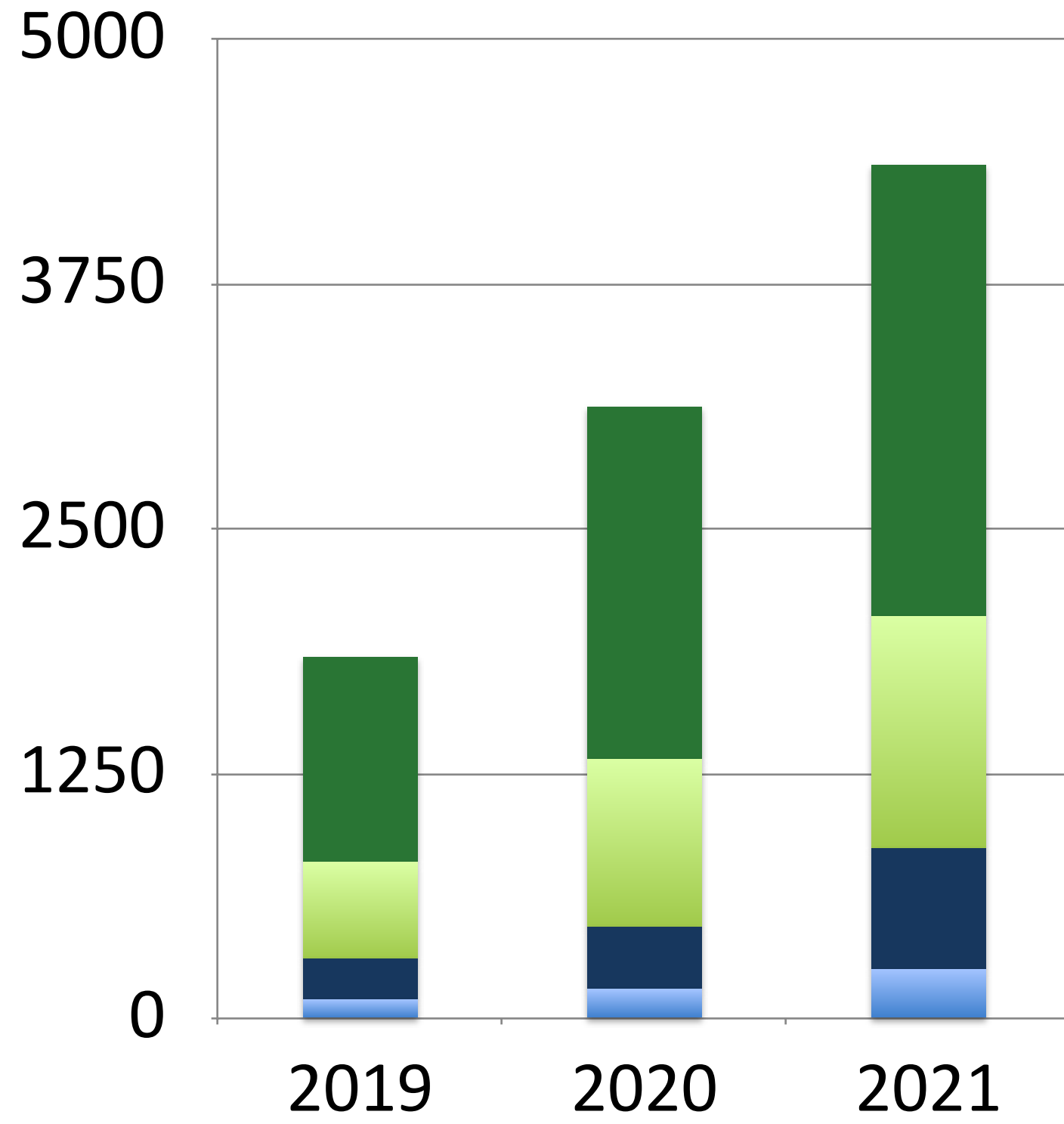
Over 3000 app downloads
Peak 900 visits in one day
Average 92 daily visits



WEBSITE TRAFFIC

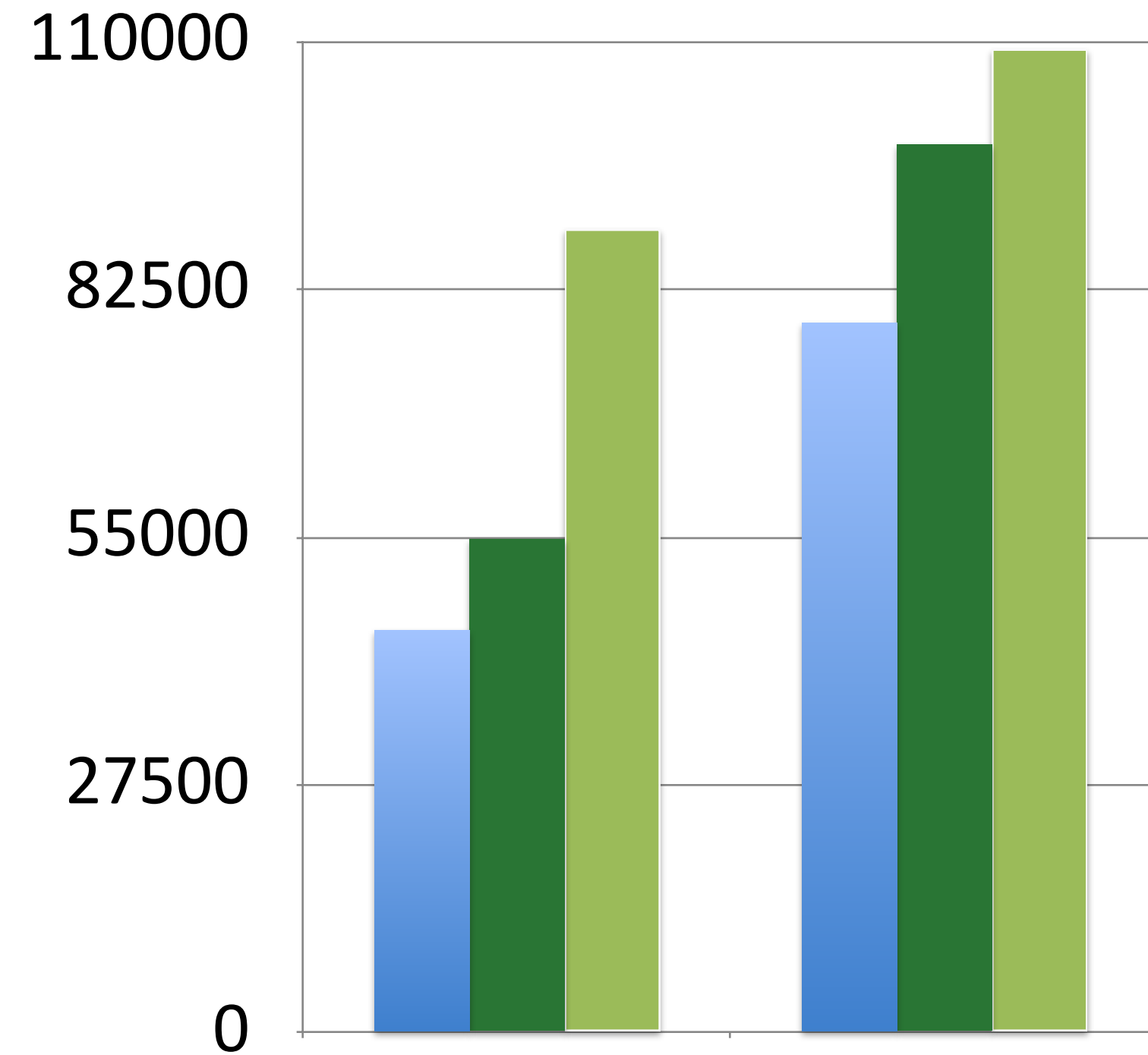


SOCIAL MEDIA



- Instagram - 22%
- Facebook - 28%
- Newsletter - 48%
- Twitter - 41%

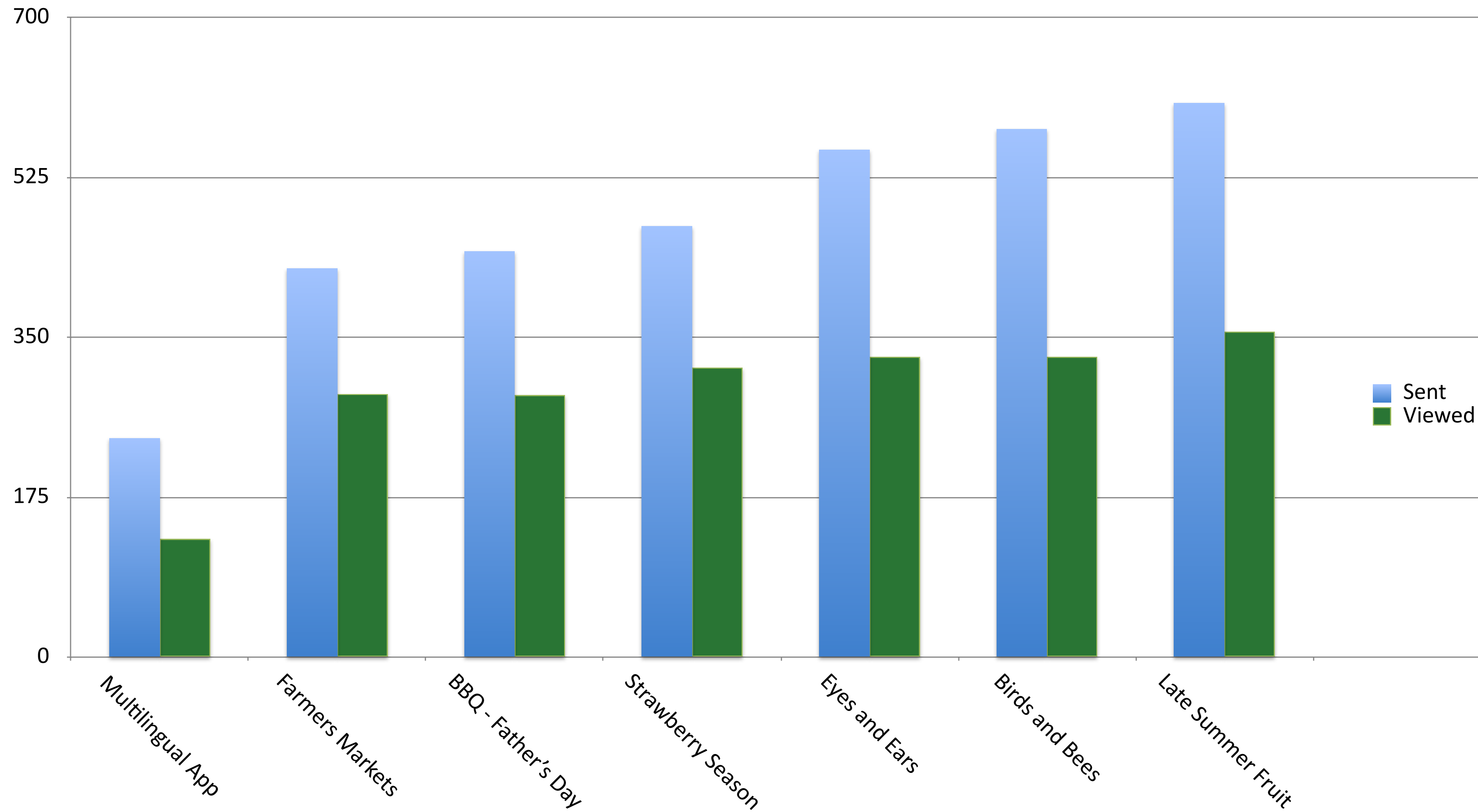
Followers increase from
2020 as %



- 2019
- 2020
- 2021

NEWSLETTERS

Average newsletter open rate of 62%



PRINT ADVERTISING

Ad placement to support map distribution

The **YORK FARM FRESH 2021 GUIDE MAP** features

- 36 Farm Fresh Members
- 8 Farmers' Markets &
- 6 'PASSPORT to FRESH' routes for easy access to local, healthy food.

yorkfarmfresh.com @yorkfarmfresh

EXPERIENCE THE FRESHNESS YORK REGION HAS TO OFFER

DOWNLOAD THE FREE YFF MULTILINGUAL APP

Свежий 新鮮的
FRAÎCHE
பது மலர்ச்சி வாய்ந்த
新鮮的 تازه

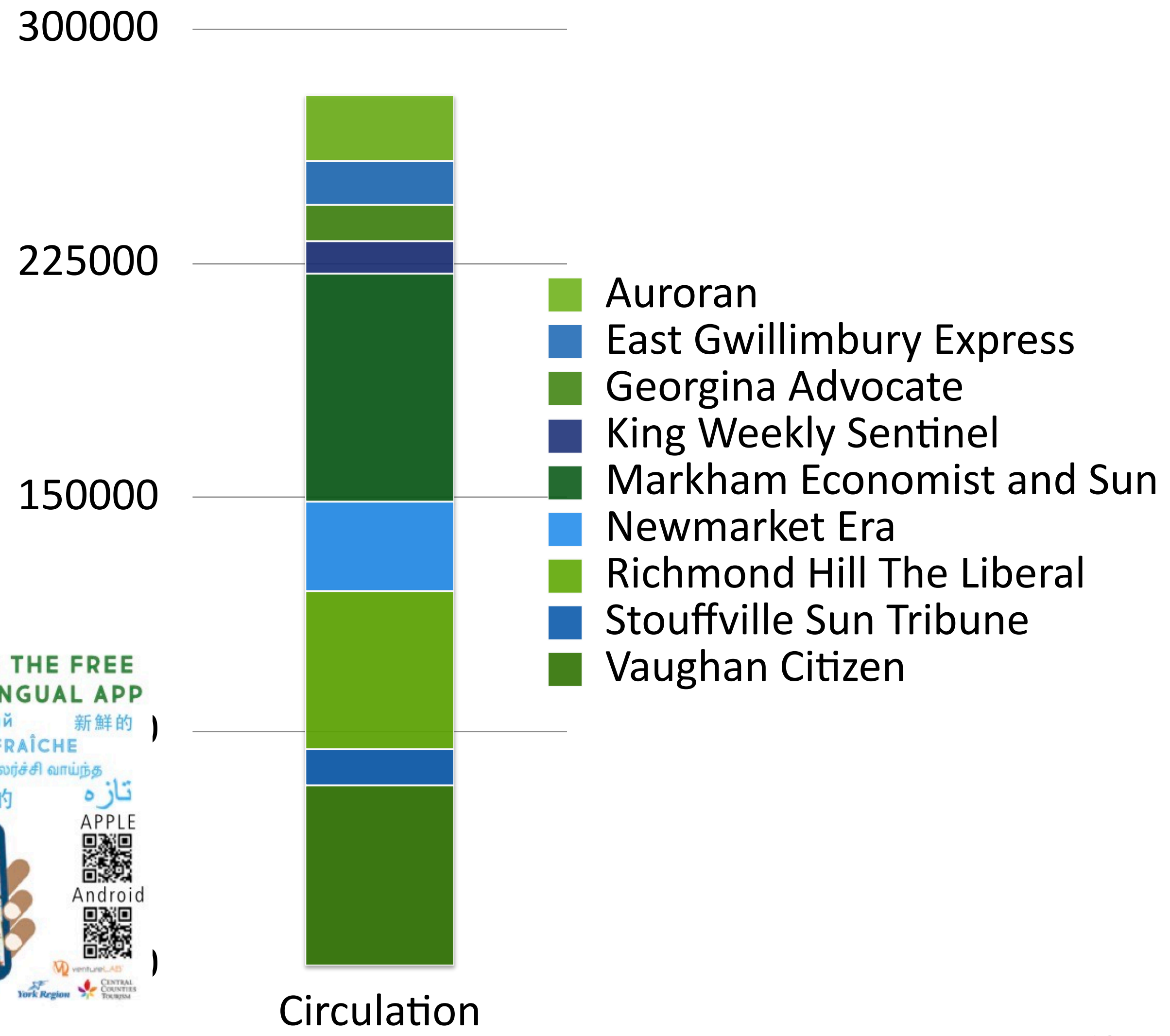
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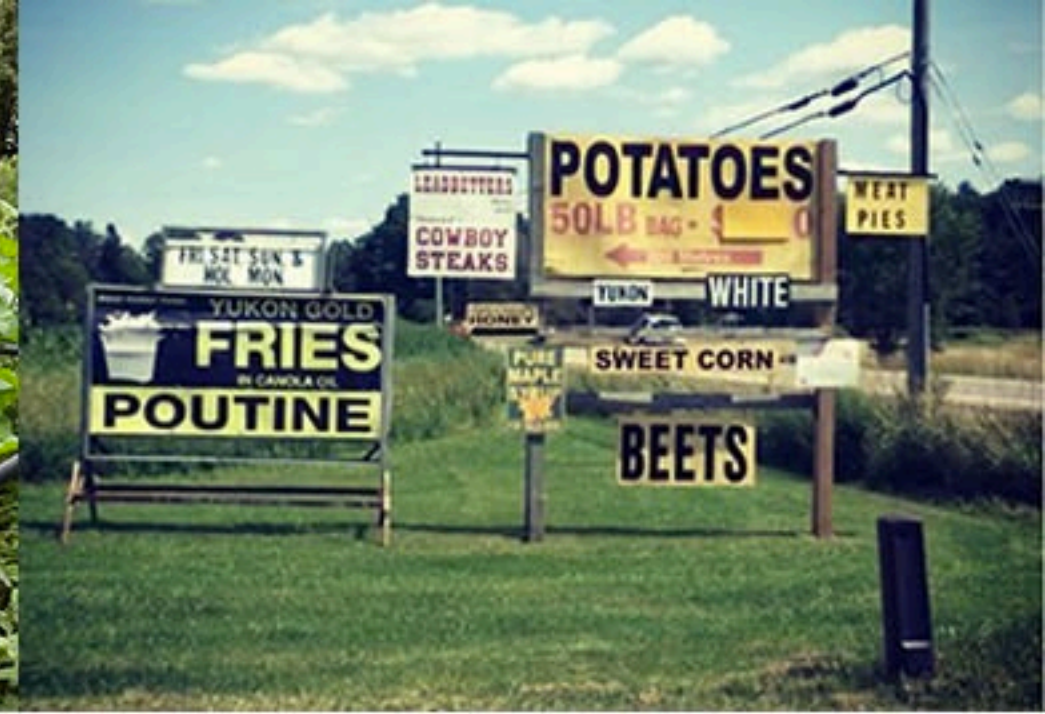
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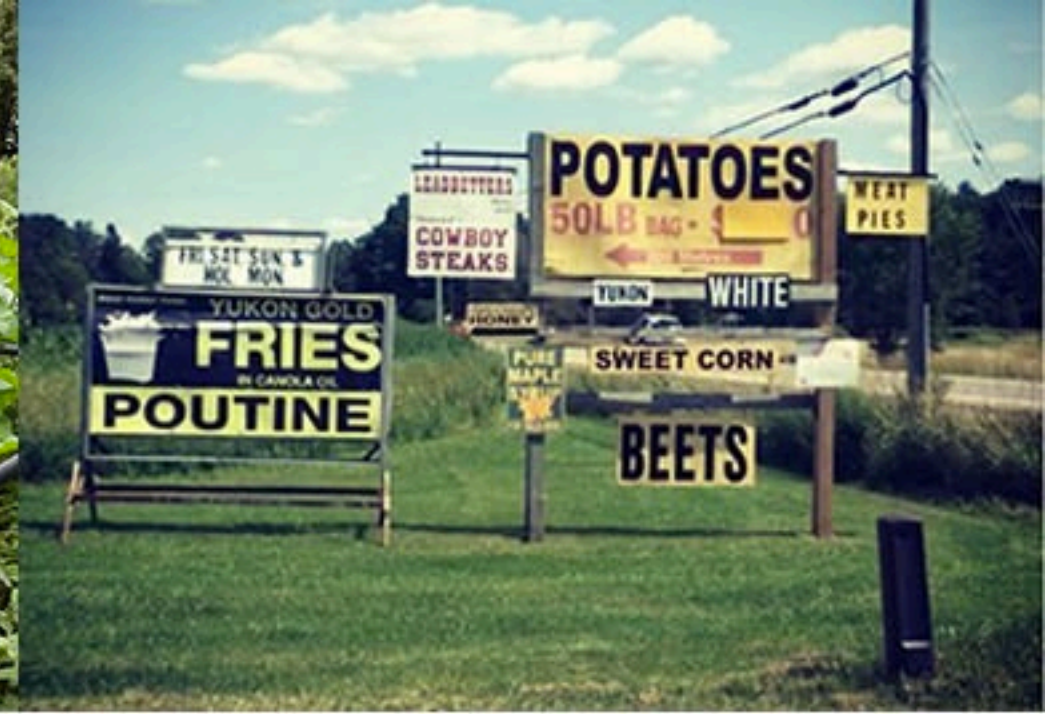
PASSPORT ROUTES

Six Passport Routes map an easy path to source a variety of local food. Each route offers a mix of produce, protein and farm fresh prepared foods.



60 Passport to Fresh entries to date - a 115% increase from 2020





ROAD SIGNS



4 farms purchased signs this year for a total of 16 new signs.

The signage program now has 18 farms and 74 signs across the region

