



# Alberta Farmers' Market Association Membership Application

January 1, 2009 – December 31, 2009

Renewal? \_\_\_\_\_ New? \_\_\_\_\_

To be completed by MARKET		To be completed by VENDOR or CORPORATION	
<b>ALBERTA APPROVED FARMERS' MARKET</b> Following the "make it, bake it, grow it" philosophy, Alberta Approved Farmers' Markets provide a direct contact for consumers to producers.		<b>INDIVIDUAL MEMBER</b> is an individual who supports the aims and objectives of AFMA. <b>Vendor</b> _____ <b>Friend of AFMA</b> _____  <b>Please Note:</b> Selling at an AFMA member market does not mean automatic AFMA membership for a vendor.	
<b>Note:</b> What was the <b>maximum</b> number of vendors at your market for 2008? _____  10 to 25 Vendors <b>\$75</b> _____ 26 to 50 Vendors <b>\$200</b> _____ 51 to 75 Vendors <b>\$300</b> _____ 76 to 100 Vendors <b>\$400</b> _____ Over 100 Vendors <b>\$500</b> _____		<b>CORPORATION/ASSOCIATION MEMBER</b> is any corporation or association that supports the aims/objectives of the Alberta Farmers' Market Association.	
		<b>Please ✓ the information you will allow AFMA to include on the website &amp; newsletter for marketing purposes.</b> ✓	
Market Name:		Your Name(s):	
Mailing Address and Postal Code:		Business Name:	
Contact Name & Title:		Mailing Address and Postal Code:	
Telephone: (    )	Fax: (    )	Telephone: (    )	Fax: (    )
Email address:		Email address:	
Market Website Address:		Website Address:	
Market Manager's Name, Phone # & Email if different from above:		Markets You Attend: _____ _____ _____	
<b>What do you sell? Your description:</b> <i>Please circle those that apply to your product(s). This information will be posted under a category on our website.</i>			
Art/Craft/Home Decor Baking Bath & Beauty	Candy/Nuts/Honey Meat/Dairy/Eggs Deli/Concession	Ethnic Fruit/Veg/Plants Organic	Pet Items Prepared Foods Preserves
<b>Payment:</b> Visa _____ or Master Card _____ Number: _____ Expiry Date: _____ Signature: _____			
<b>Cheques Payable to: Alberta Farmers' Market Association</b>			
<b>Thank You.</b> Information provided on this form will be used expressly by AFMA.		<b>Amount Enclosed:</b> \$ _____	

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Benefits of Membership

## AFMA Mission

The Alberta Farmers' Market Association provides direction and support to and on behalf of our member markets, vendors, managers, boards and sponsors through advocacy, education, promotion and innovation.

## AFMA Vision

The Alberta Farmers' Market Association continues to be the recognized voice and leading innovator for Alberta Approved Farmers' Markets in so far as Alberta Approved Farmers' Markets play a key role in building the cultural, social and economic fabric of vibrant communities.



## Opportunities for Members

If you  
**Make it,  
Bake it,  
Grow it**  
in Alberta, then you  
can  
**Sell it**  
at an  
Alberta Approved  
Farmers' Market

1. AFMA acts on an advisory capacity for Alberta **Agriculture and Rural Development**, the provincial health review of the **Public Health Act** as it applies to Farmers' Markets and the review of the **Market Program Guidelines**
2. AFMA is the only **recognized voice** for Alberta Approved farmers' markets
3. Your AFMA membership is recognized at **any** Alberta Approved Farmers' Market
4. **Exposure** to information exchange at national, international meetings and conferences
5. **One vote** at the Annual General Meeting
6. **Eligible for nomination** to the Board of Directors
7. **Marketing and Educational** opportunities (see details below)
8. **Group insurance** for both vendors and/or markets (see details below)



## Marketing Opportunities

AFMA works with like-minded associations and industry to **promote farmers' markets in Alberta and local food and products**

### Through AFMA Membership:

1. **Create a website** for your market or business
2. **Create a link** to your website on the AFMA website  
[www.albertamarkets.com](http://www.albertamarkets.com)
3. **Advertise** on the website or magazine
4. **Become a sponsor or exhibitor** at an AFMA conference or provide a door prize

## Educational Advantage/Opportunities

1. **Market Express magazine** provides education to vendors and managers
2. **Discount fees** for education, conferences and marketing
  - **Vendor training**
  - **Market Manager Training**
  - **Annual Step it Up Conference – February 18-19, 2009**
3. Member rate on **Marketing Food Safely Home Study Guide**

## Corporation/Association Members

1. Preferred **exhibit** at the Step It Up Conference
2. **Free ½ page ad** in Market Express (issue of your choice- Winter, Summer, Fall)
3. **Website link** on the AFMA website
4. Reduced registration for educational and conference functions (up to **2 people**)
5. **Speaker opportunities** at AFMA's educational events

## Group Insurance for Markets, Vendors & Boards

As an AFMA member you are eligible for group liability insurance and Directors and Officers Liability insurance. Group insurance rates are based on the number of participating in the plan.

Please note that the insurance cost is **separate** from your membership fee. Insurance can be purchased through: **RBC Agencies/The Co-operators**

#39, 5201 – 50 Street, Leduc, AB T9E 6T4 Phone: (780) 986-4450 Fax: (780) 986-6714



### Alberta Farmers' Market Association (AFMA)

#201, 7000 – 113 Street, Edmonton, AB T6H 5T6 Phone: (780) 644-5377 Fax: (780) 422-7755 Website: [www.albertamarkets.com](http://www.albertamarkets.com)