

RENFREW COUNTY AGRICULTURAL ECONOMIC DEVELOPMENT COMMITTEE

Taste of the Valley Guidelines

This list of guidelines was formulated by the Renfrew County Agricultural Economic Development Committee and brought forward in order to assist County of Renfrew staff in the administration of Taste of the Valley events. This Committee developed and endorsed the guidelines based on the following guiding principles:

1. Taste of the Valley is a County of Renfrew registered trademark.
2. Taste of the Valley is a popular event, and the Committee wants the event to remain a unique event that does not become watered down by having too many events in a calendar year.
3. Staff have developed a proven template for Taste of the Valley and staff are able to work cooperatively with individual communities to deliver a professional and successful event that elevates the profile of the County of Renfrew in the community.
4. Polling of on-site vendors indicates that majority of vendors are committed to a one-day event to take place three or four times a calendar year. Overwhelming majority indicated that they would not participate in a multi-day event.
5. One of the original purposes of Taste of the Valley was to compliment, and not compete with, existing Farmers Markets and local businesses. Taste of the Valley's original intent was to showcase and promote local agri-businesses and encourage residents to "buy local".

This is the rationale for the following list of guidelines that were originally developed and endorsed by the County of Renfrew Agricultural Economic Development Committee.

1. It is recommended that the Town of Renfrew, Whitewater Region (Cobden), Town of Deep River and Madawaska Valley (Barry's Bay), be designated as sites for Taste of the Valley in 2013. It is recommended that Taste of the Valley be restricted to three venues in a calendar year unless the Renfrew County Agricultural Economic Development Committee approves one additional venue in the 2013 calendar year. The events will take place between August 1 and October in the same calendar year, unless otherwise approved.
2. If a community wants to host a future Taste of the Valley event, they must meet the requirements as set out by the Renfrew County Agricultural Economic Development Committee. A formal written proposal must be sent to the committee for consideration.
3. All Taste of the Valley events must have washroom facilities on site.
4. All Taste of the Valley events must have clean running water on site.

5. All Taste of the Valley events must have a local community group or existing food venue (Farmers Market, etc.) that agrees to operate/host a Taste of the Valley event in the individual community. The host community must be engaged and approved by its Local Municipal Government. The Local Government must be an active partner through either financial and or in-kind support.
6. All Taste of the Valley events must abide by food preparation guidelines as outlined by the Renfrew County & District Health Unit. Any food vendor on site must complete a Food Preparation Form supplied by the Renfrew County & District Health Unit prior to confirmation of attendance at a Taste of the Valley event. Form must be submitted a minimum of ten days prior to the event.
7. Preference will be given to agricultural products and vendors featured at County of Renfrew sponsored Taste of the Valley events. Preference will be given to agricultural vendors who are geographically located within the borders of the County of Renfrew. Vendors who do not reside in the County of Renfrew will be placed on a waiting list if an event is filled with County of Renfrew agricultural vendors and if a Taste of the Valley site is filled to capacity.
8. The addition of other non-agricultural vendors to Taste of the Valley helps promote Renfrew County independent businesses. Although some of the products may contain materials that are not from within the County of Renfrew, the individual businesses are located within the geographical boundaries of the County of Renfrew.

Therefore, beginning in 2010, vendors who reside within the geographical boundaries of the County of Renfrew will be given preference for available vendor locations at all Taste of the Valley events. Vendors who are not geographically located in the County of Renfrew will be placed on a waiting list for a Taste of the Valley event if a site is filled to capacity. The Organizing Committee of each individual site location for Taste of the Valley event will be responsible for the creation of the waiting list.

9. No political party or Special Interest Group may participate in any Taste of the Valley events sponsored by the County of Renfrew.
10. That the registration fee for vendors to participate in the 2013 Taste of the Valley events be set in consultation with the Agricultural Economic Development Committee. All monies collected for Taste of the Valley will be used exclusively for costs directly associated to Taste of the Valley.
11. That the Agricultural Economic Development Committee will conduct an annual review the Taste of the Valley events to determine if any amendments are required for the Guidelines for the County of Renfrew's Taste of the Valley.