# Breakfast from the Farm 2027 Host Application

*Filling out this application is the first step in the process of being considered to host a Breakfast from the Farm event. We appreciate your interest in outreach opportunity to connect with a large non-farming audience.*

## Application Directions

Farm & Food Care Ontario (FFCO) is looking for hosts for the 2027 Breakfast from the Farm (BFTF) program. It will build off successful events over the last many years – each attracting 1500+ visitors. To see pictures of the events visit: http://www.farmfoodcareon.org/breakfast-on-the-farm/

The purpose of BFTF is to cultivate awareness and appreciation for food and farming through a fun event that emphasizes the importance of environmental stewardship, food safety and good animal care practices.

If you would like FFCO to consider your site as a host for a Breakfast from the Farm (BFTF), please complete this application and submit it to Farm & Food Care. Your completed application must be received by **December 1, 2026.** Hosts will be selected shortly after the deadline.

The preferred timeline is between May to October. Please keep this in mind when applying to host.

If you have any questions, please contact events@farmfoodcare.org or call the office at (519) 837-1326.

## Things to Consider

These events can attract up to 2,500 people over a four - five hour period. There may also be several hundred vehicles on-site during the event. As a host for a 2027 BFTF event you should be prepared to accommodate at least this number of people.

Farm & Food Care will work with the selected host to determine a mutually agreeable date and to establish a local planning committee.

There is a significant time commitment to hosting a Breakfast from the Farm event. There is an expectation that members of your Agricultural Society will help with the planning process. Hosts will also be a resource to area contacts for planning committee members and needed suppliers. Additional time may needed to help prepare for hosting the event.

Set-up primarily takes place during the day prior to the event. Clean up happens at the end of the event.

## Contact Information

Agricultural Society name: _____

Contact: _____

Mailing Address: _____

City, Province, Postal Code _____

Site Address (if different): (Street, City, Province, Postal Code):_____

_____

Phone: _____ Cell phone: _____

E-mail: _____ Website: _____

Farm Twitter handle: _____ Facebook page: _____

We give permission to include our address (including civic address) on promotional materials. ____Yes ___No

## About the location

County? _____

What is the nearest major town? _____

How many kilometres from the site is this major town? _____

Briefly describe the site and indicate what buildings would be available. Pictures are encouraged and can accompany your application.

Please list three to four key aspects of your local area that will be of interest to visitors. What will visitors do or see that would be unique to your area?

What two key messages do you hope to convey to the visitors?

Are there any local groups – 4-H, Junior Farmers, etc., that would be interested in participating? Please list, along with local group contact:

| **Logistical Information** | Yes | No |
|---|---|---|
| Do you have a building that would accommodate up to 300 people at a time for breakfast? (If no, a tent can be rented) | | |
| Do you have an area where visitors can park (up to 400 cars at a time)? | | |
| Do you believe the facilities will accommodate 1,500 to 2,500 visitors over a four to five hour time period? | | |
| What would you estimate your visitor capacity to be at one time? (approximate) | | |
| Do you have access to livestock that visitors will be able to interact with? | | |
| Are you willing to serve as a media spokesperson and have conversations with visitors? | | |
| Has anyone in your organization or Board ever had media/Speak Up training? | | |

## Insurance

Do you currently carry liability insurance that covers visitors when on the site?

If you do not have liability insurance, special event liability coverage may be possible through your insurance carrier. Please note that activities involving vehicles or machinery (for example, hayrides) often require additional/specialized liability insurance beyond the standard liability. ***It will be required that you have a special one-time policy issued for the day.***

## Volunteers

BFTF requires a good planning committee of local leaders who are willing to help plan the large event. Farm & Food Care will have a representative on the committee as well. Other leaders will be needed to serve on the planning committee.

The BFTF event day requires a number of volunteers to serve in many different capacities; from parking cars to serving breakfast and acting as a host at various stations. This will be a role for the planning committee to help identify local volunteers/ag ambassadors.

BFTF requires up to 100 volunteers the day of the event. Are you comfortable in helping to recruit some of the volunteers?

_____Yes _____No

## Fundraising

BFTF involves many local leaders who are willing to help plan and fund the event. You will be one of the key people involved in contacting potential donors who you know or do business with. The funds will come from your local area. Are you comfortable in helping fundraise for the event?

Hosting a BFTF requires a financial commitment. Even though funds will be raised to cover the event, there may be maintenance items and preparation expenses in relation to getting the site ready to host. Are you willing to take on this commitment?

_____Yes _____No

## Signatures

☐ I have read and understood all components needed to successfully host a Breakfast from the Farm event.

_____ _____

Representative Date

_____ _____

Farm & Food Care Representative Date

**Submit your application to:**

Breakfast on the Farm – selection process
c/o Farm & Food Care Ontario
660 Speedvale Avenue West, Unit 302,
Guelph, ON N1K 1E5
Email: events@farmfoodcare.org
Phone: (519) 837-1326

## Breakfast on the Farm Summary of Host Expectations

Below is a brief checklist to help you decide if hosting a Breakfast from the Farm is right for you and your association:

Association NAME: _____

Yes we have…….

___ Facilities that will accommodate 1,500 – 2,500 visitors in a 4 – 5 hour period

____ Parking for approximately 400 cars at one time and transportation for visitors requiring assistance

____ Adequate liability insurance to cover visitors (a special policy for the event may be necessary)

Yes we are……..

_____ Comfortable with allowing visitors access to all areas on site that are safe and accessible

_____ Willing to comply with biosecurity standards

_____ Willing to have a safety assessment of the conducted

_____ Able to commit time and resources to plan and organize the event; to attend 4-5 planning meetings and to prepare the site

_____ Willing to help identify and work with a planning committee of volunteers and at least one Farm & Food Care staff member

_____ Willing to help Farm & Food Care secure up to 100 volunteers for the day of the event

_____ Willing to identify and contact local financial sponsors and to have Farm & Food Care serve as the fiduciary for the event

_____ Willing to serve as a media spokesperson for your farm

_____ Willing to complete an application in order to be considered as a potential Breakfast from the Farm host