

2024 PROMOTIONAL
CAMPAIGN

***CROQUEZ
L'OUTAOUAIS!***



**Croquez
l'Outaouais!**

Pure Conscience Farm



Croquez l'Outaouais!

Croquez l'Outaouais! is a regional promotional campaign launched in the spring of 2009. Since its inception, the campaign has been dedicated to promoting products from the Outaouais region and the dedicated people who produce them. By focusing on the promotion of Outaouais businesses, ***Croquez l'Outaouais!*** aims to highlight the diversity of the region's agricultural and agri-food offering.


The campaign promotes regional agribusinesses, helping to increase their visibility. It features thematic promotional activities to raise consumer awareness of the importance of buying local and implementing sustainable food systems.



Circuits
Croquez
= l'Outaouais! =

The **Circuits *Croquez l'Outaouais!*** are the agritourism component of the project that brings together regional agri-food promoters such as producers, processors and restaurateurs.

These entrepreneurs welcome visitors to their businesses and introduce them to their products, services and expertise. This experience aims to bring citizens, especially day-trippers and tourists, closer to Outaouais agri-food businesses.



Merleau Orchard

MEMBERSHIPS

Croquez l'Outaouais!	<u>CLASSIC</u>	<u>PREFERRED</u>
Personalized listing in our online directory	✓	✓
Locate your business on our directory map	✓	✓
Social media post dedicated to your company on <i>Croquez l'Outaouais!</i> 's platform		✓
Possibility to become a <i>Croquez l'Outaouais!</i> ambassador <small>(Certain conditions apply)</small>		✓
Possibility of participating in the Circuits <i>Croquez l'Outaouais!</i> <small>(Certain conditions apply)</small>		✓
	100 \$ ANNUAL	250 \$ ANNUAL

200 \$

2024 SPECIAL OFFER!

- For this year only, take advantage of a \$50 rebate on the purchase of a 1-year Preferred Membership!
- Take advantage of a \$100 rebate on the purchase of a 2-year Preferred Membership!

MEMBERSHIP REQUIREMENTS

Membership requirements for farmers, processors and agro-processors :

- Be an agri-food company operating in the Outaouais region.

Membership requirements for restaurateurs :

- Offer at least two Outaouais-produced/processed foods on the menu;
- Indicate on the menu the origin of foods produced/processed in the Outaouais. Ex: company name, logo, etc.

Membership requirements for retailers :

- A minimum of 5 local/regional suppliers;
- Provide a supplier list;
- Participate in the various *Croquez l'Outaouais!* promotional campaigns.



Bo-Sirop Sugar Shack

**Croquez
l'Outaouais!**

CLASSIC MEMBERSHIP

\$100 +tx
for a year

PURCHASING A CLASSIC MEMBERSHIP TO *CROQUEZ L'OUTAOUAIS!* MEANS TO :

- Have a personalized listing in our business directory on the *Croquez l'Outaouais!* website.
- Have your company located on the interactive business directory map.
- Have the opportunity to participate in complementary promotional campaigns (additional costs may apply).



Roots and Shoots Farm

Croquez l'Outaouais!



Les Serres Gatineau

PREFERRED MEMBERSHIP

200\$ +tx
this year only!

PURCHASING A PREFERRED MEMBERSHIP TO *CROQUEZ* *L'OUTAOUAIS!* MEANS TO :

- Have all the advantages of the classic membership.
- Have the opportunity to participate in the Circuits *Croquez l'Outaouais!* (certain conditions apply).
- Benefit from social media posts dedicated to your company on *Croquez l'Outaouais!* social networks.
- Advertise your events on the *Croquez l'Outaouais!* regional events calendar.

*Accepted content types:

promotion of a new product, promotion of a featured product, promotion of a new service, presentation of the business owners, changes in the company, public event, etc.

*We reserve the right to choose the type of content published and relayed.



La Fée des Bois Apothecary

PREFERRED MEMBERSHIP

BECOMING A PREFERRED MEMBER OF *CROQUEZ L'OUTAOUAIS!* ALSO MEANS TO :

- Have the opportunity to become a *Croquez l'Outaouais!* ambassador (certain conditions apply).
- Receive a *Croquez l'Outaouais!* promotional kit.
- Enhance the content of your business directory entry with photos and videos.

***CROQUEZ L'OUTAOUAIS!* IS ALSO :**

- More than 7 000 Facebook followers
- A reach of over 12,000 people
- A direct link to your Facebook pages in our publications
- More than 1 500 Instagram followers
- Simple, effective content creation with targeted hashtags **#croquezoutaouais, #buylocal, #supportlocal, #shoplocal**



HLF Farm



Entente sectorielle
de développement
du secteur bioalimentaire
de l'Outaouais (ESBO)

Québec 

MRC
VALLÉE-DE-LA-GATINEAU
DÉVELOPPER SERVIR REPRÉSENTER

MRC PONTIAC
OUTAOUAIS


Papineau
Le Pays de l'Or Vert!


Ville de
Gatineau


MRC
DES COLLINES-
DE-L'OUTAOUAIS

UPA POUVOIR NOURRIR
POUVOIR GRANDIR
Outaouais-Laurentides

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TABLE AGROLIMENTAIRE
DE L'OUTAOUAIS