

Southern Wisconsin

Farm Fresh Atlas 2006



Reach 40,000 food-conscious customers in the Capitol region....

Purchase a listing in the 2006 Southern Wisconsin Farm Fresh Atlas!

- ✎ Featured in area newspapers and TV news shows
- ✎ 40,000 copies distributed free of charge at the Dane County Farmers' Market, food cooperatives, public libraries, Madison public schools and other locations
- ✎ Your listing will also be included on the Atlas web site. A listing in the *Atlas* is a great deal!

Who can be included?

The *Farm Fresh Atlas* lists farmers' market vendors, CSA farms, direct marketing farms, u-pick operations, farm stands, cheese makers, food co-ops, restaurants, meat and specialty markets, and other farms and businesses. Participants must pledge that they are family or cooperatively owned and operated in a way that protects natural resources.

When will it be out?

The *Atlas* will be released at the opening of the Dane County Farmers' Market next spring.

How much does it cost?

Listings cost \$45 for farms and \$100 for non-farm, retail businesses.

Sponsorship opportunities

This year we are offering two sponsorship levels: \$250 and \$500. All sponsors receive listings and will be acknowledged in a special section of the *Atlas*. In addition, sponsors at the \$500 level will receive a half-page ad; sponsors at the \$250 level will receive a quarter-page ad. For details, email info@reapfoodgroup.org or call Miriam Grunes at (608) 294-1114.

Who's behind the Atlas?

REAP (Research, Education, Action and Policy on) Food Group, the Dane County Farmers' Market, Friends of the Dane County Farmers' Market, and the UW-Madison Center for Integrated Agricultural Systems.

How to participate

Fill out and return the application form on the back of this flyer.

For more information, email info@reapfoodgroup.org or call Miriam Grunes at (608) 294-1114.

Applications are due on January 27, 2006.

To request a free copy of the 2005 *Farm Fresh Atlas*, contact Miriam Grunes at (608) 294-1114 or info@reapfoodgroup.org. To see the 2005 *Atlas* on the internet, go to www.reapfoodgroup.org/atlas

The Southern Wisconsin *Farm Fresh Atlas* targets consumers in the Madison/Dane County area. Other *Atlases* include:

✎ *Farm Fresh Atlas of Eastern Wisconsin*. Contact: Robin Calvey, parkridge@charter.net or 920-979-9658. Directed to consumers in Eastern Wisconsin counties. Deadline is 1/25/06.

✎ *Southeast Farm Fresh Atlas*. Contact: Rose Skora, rose.skora@ces.uwex.edu or 262-857-1945. Directed to consumers in the metropolitan Milwaukee area. Deadline is 2/3/06.

✎ *Farm Fresh Atlas of Western Wisconsin*. Contact: Andrew Dane, andrew.dane@ces.uwex.edu, 715-726-7950. Directed to consumers in Western Wisconsin counties. Anticipated deadline is early February, 2006.

✎ *Central Wisconsin Farm Fresh Atlas*. Contacts: Bill Ebert, ebertb@co.portage.wi.us, 715-343-6214; Jasia Steinmetz, jasia.steinmetz@uwsp.edu. Directed to consumers in Adams, Juneau, Marathon, Marquette, Monroe, Portage and Wood counties. Anticipated deadline is mid-February, 2006.

2006 Farm Fresh Atlas application form

Please return by January 27, 2006

Your name: _____ Farm/business name: _____

Please check the category that best describes your operation: ___ farm ___ non-farm business

Farm/business address: _____ County: _____

City: _____ State: _____ Zip: _____ Phone (REQUIRED): _____

Fax: _____ Email: _____ Web site: _____

Mailing address (if different): _____

Check here if you do **not** want people visiting your farm (we will include this in your listing) ___

Check here if you do **not** want your email address included in your listing ___

Provide a 75-word description of your farm or business, including directions if desired, as you wish it to appear in the *Atlas*.

U-pick farms MUST provide driving directions to their farms in this description. To view 2005 listings, go to www.reapfoodgroup.org/atlas. We reserve the right to edit descriptions if they exceed 75 words.

Provide detailed directions to your farm, if they are not included in the above description. We will use these to place your farm on the map. These directions will not be printed in the *Atlas*.

If you are a farmer or food processor, please rank all of the categories below that describe your business with "1" being the most important, "2" being the second most important, etc... We will list as many as possible.

___ Meat/Poultry ___ Cheese ___ Fruit ___ Vegetables ___ CSA ___ U-Pick ___ Eggs ___ Herbs/Flowers
___ Pumpkins ___ Honey/Maple Syrup ___ Craft/Fibers ___ Health/Beauty ___ Certified Organic (Certifier: _____)

We ask that all farms and businesses listed in the *Atlas* pledge their commitment to the criteria described below. We rely on the good faith of everyone listed in the *Atlas* to uphold these principles.

Farms - I pledge that my farm:

- Is family or cooperatively owned
- Is committed to reducing the application of synthetic pesticides and fertilizers
- Is operated in a way that protects and sustains the region's land and water resources
- Treats animals with care, respect and access to the outdoors
- Provides safe, fair working conditions for employees
- Sells Wisconsin products that we have grown on our farm or helped produce

Businesses - I pledge that my business:

- Is locally and family or cooperatively owned or is a non-profit organization whose mission is to promote a sustainable, regional food system
- Is operated in a way that protects and sustains the region's land and water resources
- Provides safe and fair working conditions for employees
- Sells products grown on Wisconsin farms, or sells products made by our business using raw materials grown on Wisconsin farms, or uses fair trade, sustainably or organically raised ingredients in our products when local ingredients are not available

signature

date

Payment: ___ \$45 farm listing ___ \$100 non-farm business listing
___ \$250 sponsorship (listing and 1/4 page ad) ___ \$500 sponsorship (listing and 1/2 page ad)

Make checks payable to REAP and return to: REAP, PO Box 5632, Madison, WI 53705-0632. Thank you!