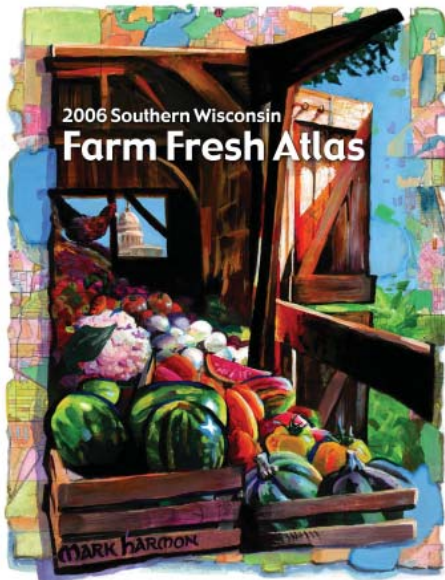


Southern Wisconsin

# Farm Fresh Atlas 2007



Reach 45,000 food-conscious customers in the Capitol region... Purchase a listing in the 2007 Southern Wisconsin Farm Fresh Atlas!

- ✎ When Capitol region customers want local, sustainably grown food, they look to the Southern Wisconsin *Farm Fresh Atlas*.
- ✎ 45,000 copies distributed free of charge at farmers' markets, food co-ops, public libraries, Heartland Credit Union branches 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.

## How much does it cost?

Listings cost \$55 for farms and \$110 for non-farm businesses and organizations. Listees may also become *Atlas* sponsors. See the box at the bottom of this page for more information about sponsorship and advertising.

## When will it be out?

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

## Who's behind the Atlas?

REAP Food Group, the Dane County Farmers' Market, Friends of the Dane County Farmers' Market, and the UW Center for Integrated Agricultural Systems.

## How to participate

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

**Applications are due  
January 22, 2007.**

For more information, or to request a free copy of the 2006 Southern Wisconsin Farm Fresh Atlas, contact Miriam Grunes at (608) 294-1114 or [info@reapfoodgroup.org](mailto:info@reapfoodgroup.org). To see this Atlas on the internet, go to [www.reapfoodgroup.org/atlas](http://www.reapfoodgroup.org/atlas)

## Show your support for local, sustainable food and farms: Sponsor the 2007 Southern Wisconsin Farm Fresh Atlas!

Your sponsorship of the *Farm Fresh Atlas* helps us keep listing costs affordable for family farmers. And it advertises your business to customers who are making an effort to eat more food grown sustainably and close to home.

We are offering three levels of sponsorship this year: \$250, \$400 and \$550. All sponsors will receive a free listing, will be acknowledged in a special section of the *Atlas*, and will receive space for camera-ready advertising as follows:

\$250: 1/6 page ad  
\$400: 1/3 page ad  
\$550: 1/2 page ad

For advertising specs and policies, contact Miriam Grunes at (608) 294-1114 or [info@reapfoodgroup.org](mailto:info@reapfoodgroup.org).

Thank you to **Heartland Credit Union** for underwriting the 2007 Southern Wisconsin Atlas.

# 2007 Farm Fresh Atlas application form

Please return by January 22, 2007

Your name(s): \_\_\_\_\_ 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 2006 listings, go to [www.reapfoodgroup.org/atlas](http://www.reapfoodgroup.org/atlas). We reserve the right to edit descriptions if they exceed 75 words. [Check here if you'd like us to repeat your 2006 listing](#) \_\_\_\_\_

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*.

[Check here if you want us to place your farm on the map exactly as it appeared in 2006](#) \_\_\_\_\_

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

\_\_\_\_\_  
signature of person filling out this form

\_\_\_\_\_  
date

**Payment:**  \$55 farm listing  \$110 non-farm business or organization listing

**Listing and ad (see reverse)**  \$250 (1/6 page ad)  \$400 (1/3 page ad)  \$550 (1/2 page ad)

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