

# Southern Wisconsin Farm Fresh Atlas 2010



Reach 45,000 food-conscious customers in the Capitol region and beyond.... Purchase a listing in the 2010 *Southern Wisconsin Farm Fresh Atlas!*

- ☞ When southern Wisconsin customers want local, sustainably grown food, they look to the *Farm Fresh Atlas*.
- ☞ 45,000 copies will be distributed free of charge across our region. Your listing will also be included on the *Atlas* web site.
- ☞ A listing in the *Atlas* is a great deal! We work hard to keep our listing fees low. Affordable advertising is also available.

**Applications are due January 29, 2010.**

For information about the Southeastern, Eastern, Western and Central Wisconsin Farm Fresh Atlases, visit [farmfreshatlas.org](http://farmfreshatlas.org).

## Reach more customers while showing your support for local food: Advertise in the Southern Wisconsin Farm Fresh Atlas!

When you purchase an ad in the *Farm Fresh Atlas*, you help keep listing costs affordable for family farmers. And, you promote your business to customers who want to eat food grown sustainably and close to home.

### Camera-ready ad rates:

(If you purchase an ad, we will email these specs to you.)

- \$ 250: 1/6 page ad (3.5" wide x 2.875" tall)
- \$ 400: 1/3 page ad (vertical: 3.5" wide x 6.125" tall;  
horizontal: 7.375" wide x 2.875" tall)
- \$ 550: 1/2 page ad (vertical only: 3.5" wide x 9.375" tall)
- \$1,000: full-page ad (7.375" wide x 9.375" tall)

Your regular listing is included for free when you purchase an ad. If you need us to design or make any changes to your ad, the first half-hour of our time is free. After that, we charge \$50 per hour.

Camera-ready ads are due by February 10. If you need us to design your ad, please contact us for a deadline.

Design and technical inquiries: Cris Carusi, [cecarusi@wisc.edu](mailto:cecarusi@wisc.edu), (608) 262-8018. Billing inquiries: Miriam Grunes, [info@reapfoodgroup.org](mailto:info@reapfoodgroup.org), (608) 310-7836.

To request a free copy of the 2009 *Southern Wisconsin Farm Fresh Atlas*, contact Miriam Grunes at (608) 310-7836 or [info@reapfoodgroup.org](mailto:info@reapfoodgroup.org). To see the *Atlas* online, go to [www.reapfoodgroup.org/atlas](http://www.reapfoodgroup.org/atlas)

## Information about your basic listing in the Atlas...

### How much does it cost?

Listings cost \$55 for farms and \$110 for non-farm businesses and organizations.

### Who can be included?

The *Atlas* lists farms that sell products directly to customers in Madison and southwestern Wisconsin. It also lists restaurants and other food-related businesses and organizations. Listees 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.

### Who's behind the Atlas?

REAP 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.

**Thank you to Heartland Credit Union for underwriting the 2010 Southern Wisconsin Atlas.**

# 2010 Southern WI Farm Fresh Atlas application form

Please submit by January 29, 2010

Check the category that best describes your operation: \_\_\_ farm \_\_\_ non-farm business or organization

**Please provide the following information EXACTLY as you wish it to appear in the Atlas.**

Your name(s): \_\_\_\_\_ Farm/business name: \_\_\_\_\_

Farm/business address: \_\_\_\_\_ County: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone (REQUIRED): \_\_\_\_\_

Fax: \_\_\_\_\_ Web site: \_\_\_\_\_

Email: \_\_\_\_\_

- Check here if you DO NOT want your email address included in your listing
- Check here if you DO NOT want people to visit your farm (we will include this in your listing)
- Check here if your business does wholesale distribution (we will include this in your listing)

Mailing address, if different (will not be printed): \_\_\_\_\_

Provide a **60-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 in the descriptions.** We reserve the right to edit descriptions.

- Repeat my listing exactly as it appeared in the 2009 Southern Wisconsin Farm Fresh Atlas
- My farm or business description is attached. Please type or write as legibly as possible.
- I emailed my listing to info@reapfoodgroup.org. PLEASE attach a copy to this application form!

For placement on the map, provide detailed directions to your farm. These directions will not be printed in the *Atlas*.

- Please place my farm on the map exactly as it appeared in 2009.
- My directions are attached. Please type or write as legibly as possible.
- I emailed my directions to info@reapfoodgroup.org. PLEASE attach a copy to this application form!

Please rank all of the categories below that describe your farm/business with "1" being the most important, "2" being the second most important, etc... We will list as many as possible.

\_\_\_ Meat/Poultry \_\_\_ Cheese/Dairy \_\_\_ Fruit \_\_\_ Vegetables \_\_\_ CSA \_\_\_ U-Pick \_\_\_ Eggs \_\_\_ Pumpkins  
\_\_\_ Herbs/Flowers \_\_\_ Honey/Maple Syrup \_\_\_ Craft/Fibers \_\_\_ Health/Beauty \_\_\_ Canned/Baked Goods  
\_\_\_ 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

**Help us distribute the Southern WI Farm Fresh Atlas to your customers!** How many copies can we give you for distribution? \_\_\_\_\_

**Payment:**

Listing only: \_\_\_ \$55 farm listing \_\_\_ \$110 non-farm business or organization listing

Listing and ad (see reverse): \_\_\_ \$250 (1/6 page) \_\_\_ \$400 (1/3 page) \_\_\_ \$550 (1/2 page) \_\_\_ \$1,000 (full-page)

**Make checks payable to REAP and return to:** REAP, 306 E. Wilson Street, Suite 2E, Madison, WI 53703. Thank you!