

Southern Wisconsin Farm Fresh Atlas 2010



Dear Farmers' Market Manager,

It's time to update your farmers' market information for the 2010 edition of the *Southern Wisconsin Farm Fresh Atlas*.

Farmers' Market listings are free! However, we do offer affordable advertising rates if you would like to also purchase a display ad. (See back of this flyer for details.)

Please fill in the information below and return it to us **BY JANUARY 29TH**. If you are not the person who will be coordinating your market this year, please LET US KNOW RIGHT AWAY so we can be sure to get this in the right hands.

And if any of the farmers who vend at your market are interested in listing their individual farms in this year's atlas, please have them get in touch with us ASAP to receive the farmer application. **Thank you!**

Please share the following information about your farmers' market EXACTLY as you want it printed in the Farm Fresh Atlas:

Name of market: _____

This market begins (date): _____ and ends (date): _____

Days of the week this market is open: _____ Hours open: _____

Market location: _____

City or town: _____ County: _____

Contact person or organization for this market: _____

Phone: _____ Fax: _____ Email: _____

Market web site: _____

Market manager name and contact information (if different from above): _____

How many copies of the *Atlas* would you like us to send you for distribution at your market? _____

Does your market have an EBT machine to accept Quest cards? yes no

Address where we should send *Atlas* copies and your receipt: _____

[Please see other side for advertising information, sample listings and other details.](#)

Listing information is due January 29, 2010.

Are you purchasing an ad in addition to your listing? If so, please include your payment (make checks payable to REAP):

Listing only (no charge)

\$250 (1/6 page ad) \$400 (1/3 page ad) \$550 (1/2 page ad) \$1,000 (full-page ad)

Return form (and payment if applicable) to: REAP, 306 E. Wilson Street, Suite 2E, Madison, WI 53703. Thank you!

More information about the Farm Fresh Atlas...

Who can be included?

In addition to farmers' markets, the *Farm Fresh Atlas* lists farms that sell products directly to their customers. It also lists restaurants and other food-related businesses and organizations. 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.

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 other side of this flyer.

Sample farmers' market listings:

Belleville Farmers' Market

May 3rd to November 1st, Saturdays, 8am to Noon

Location: Library Park, downtown Belleville

Contact: Belleville Chamber of Commerce, (608) 424-3336, mary@francoisil.com, www.belleville-wi.com

South Madison Farmers' Market

April 26th through October, Tuesdays, 2pm to 6pm, and Saturdays, 9am to 2pm

Location Tuesdays and Saturdays: Labor Temple, 1602 S. Park St.

May 15th through October, Thursdays, 2pm to 6pm

Location Thursdays: Villager Mall on Park St., across from Walgreens

Contact: Robert Pierce, (608) 358-5834, www.southmadisonfarmersmarket.com

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

Do you want to say more about your market? Consider purchasing an ad in the Farm Fresh Atlas.

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 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, (608) 262-8018.

Billing inquiries: Miriam Grunes, 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. To see the *Atlas* online, go to www.reapfoodgroup.org/atlas

Contact information for other Wisconsin Farm Fresh Atlases:

Western Wisconsin Farm Fresh Atlas. Directed to consumers in western and northwestern Wisconsin. Contact: Andrew Dane, andrew.dane@ces.uwex.edu, 715-726-7950. Published online only, with no deadline. www.wifarmfresh.org

Farm Fresh Atlas of Southeastern Wisconsin. Directed to consumers in the Milwaukee metro area. Contact: Rose Skora, rose.skora@ces.uwex.edu or 262-857-1945. Deadline: 12/8/2009. www.farmfreshatlas.org

Farm Fresh Atlas of Eastern Wisconsin. Directed to consumers in eastern Wisconsin counties. Contact: Kathleen Depies, depies.kathleen@charter.net, 920-849-9459. Deadline: 1/16/2010. www.farmfresheastwi.org

Central Wisconsin Farm Fresh Atlas. Directed to consumers in Adams, Juneau, Marathon, Marquette, Monroe, Portage, Waupaca, Waushara and Wood counties. Contact: Jasia Steinmetz, jasia.steinmetz@uwsp.edu, www.farmshed.org. Deadline: 1/25/2010.