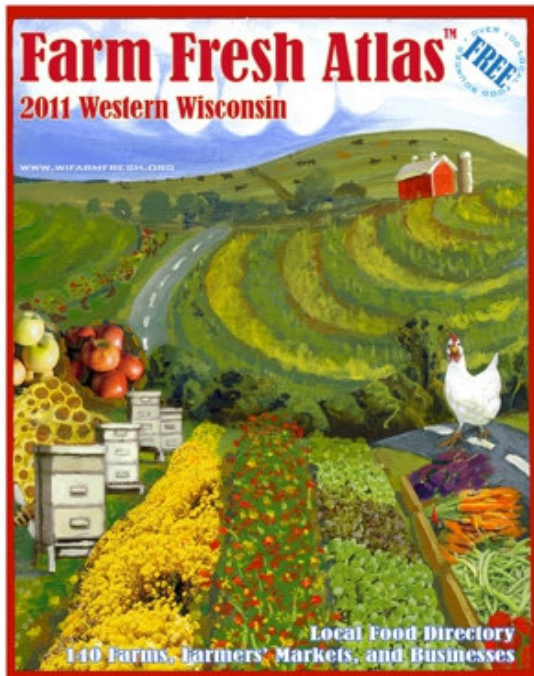


2012 FARM FRESH ATLAS APPLICATION

WESTERN WISCONSIN (18 COUNTY REGION)



The *Western Wisconsin Atlas* was started in 2006. The Farm Fresh Atlas is an excellent resource to find local goods in your area and beyond. It lists farms, farmers' markets, and businesses that sell and support locally grown food and use sustainable production and business practices. The 2012 hardcopy of the *Atlas* will be available by early April 2012.

40,000 copies will be distributed throughout western Wisconsin, including the Twin Cities.

The Western Region consists of: Barron, Buffalo, Burnett, Chippewa, Clark, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Rusk, St. Croix, Sawyer, Trempealeau, and Washburn counties. The *Atlas* will also be distributed in the Twin Cities area.

Interest and purchasing of local food is on the rise, with several counties in the region seeing over a 100 percent increase between 2002 and 2007*. * courtesy of the USDA 2007 Census of Agriculture

The Wisconsin counties above experienced an 86 percent increase in value of direct market AG products sold between 2002 and 2007 (50 percent statewide), with nine exceeding 100 percent. The 18 Wisconsin counties totaled \$9 million and the seven major Twin Cities counties \$8 million in direct market sales in 2007.

INFORMATION ABOUT THE ATLAS

WHAT IS THE FARM FRESH ATLAS?

The Atlas is a publication that lists farmers and businesses that grow, sell, and support locally grown food. This directory includes:

- Farms that direct market
- CSAs
- U-pick farms
- Retailers/Restaurants
- Sponsors
- Farmers' markets

Participants must be family/cooperatively owned and sign a pledge that affirms their commitment to reducing chemical use, raising animals humanely, conserving the environment, and treating workers fairly.

WHY SHOULD I LIST IN THE FARM FRESH ATLAS OF WESTERN WI?

Help your customers find you. The *Atlas* and website puts you on the map. In addition, the *Atlas* helps build our culture of eating local food. The *Atlas* will be distributed at libraries, tourism offices, grocery stores, UW-Extension offices, farmers' markets,

through businesses that sponsor the *Atlas*, etc., and any other business/organization that wants to provide them.

WHO'S BEHIND THE ATLAS?

Farm Fresh Atlas is a trademark of Research, Education, Action, and Policy on Food Group, Inc. used by permission by grassroots coalitions throughout Wisconsin to produce five independent atlases. The West Central Wisconsin Regional Planning Commission is leading the project for the *Western Wisconsin Farm Fresh Atlas*.

HOW TO PARTICIPATE

Fill out and return the application form on the back.

Contact Eric Anderson for more information: eanderson@wccwrpc.org or (715)836.2918.

The 2012 paper atlas and website will be available in early April.

HOW MUCH DOES IT COST?

FARMS

- farms – \$50
- farms with 1/8 page ad – \$150

NON-FARM BUSINESSES

Businesses or organizations interested in supporting the development of a local food system and a healthy farm community may place a listing with or without an ad in the *Atlas*.

(All ad prices include listing)

- Listing only – \$150
- 1/8 page ad – \$200
- 1/4 page ad – \$300
- 1/2 page ad – \$600
- One page ad – \$1,200

FARMER'S MARKET

All farmers' markets are free. Days and hours will be listed.

Applications are due January 16, 2012.



The mission of the West Central Wisconsin Regional Planning Commission is to be an innovative leader in the responsible planning and development of the region through coordination, partnerships, advocacy, and service.

2012 WESTERN WI FARM FRESH ATLAS APPLICATION

COST INCLUDES BOTH PAPER ATLAS AND WEB LISTING — DUE JANUARY 16, 2012

Contact Person: _____ Farm/business name: _____

Please check the category that describes your business: ___ farm ___ farmers' market ___ sponsor ___ 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 50-word description of your farm, farmers' market, sponsor, or retail/restaurant business, including directions, if desired, as you wish it to appear in the *Atlas*. We reserve the right to edit descriptions if they exceed 50 words. For farmers' market, please only provide days and hours (feel free to attach description).

Provide your detailed location. We will use this information to place you on the paper atlas and website (www.wifarmfresh.org) These directions **will not** be printed in the *Atlas*. If possible, provide us your geographical coordinates.

- | | | | | |
|----------------------------------|--------------------------------|--|--|--|
| <input type="checkbox"/> Cheese | <input type="checkbox"/> Eggs | <input type="checkbox"/> Vegetables | <input type="checkbox"/> Maple Syrup | <input type="checkbox"/> CSA |
| <input type="checkbox"/> Meat | <input type="checkbox"/> Honey | <input type="checkbox"/> Herbs & Flowers | <input type="checkbox"/> Health & Beauty | <input type="checkbox"/> Food Alliance Certified |
| <input type="checkbox"/> Poultry | <input type="checkbox"/> Fruit | <input type="checkbox"/> Pumpkins | <input type="checkbox"/> U-Pick | <input type="checkbox"/> Certified Naturally Grown |
| | | <input type="checkbox"/> Other: _____ | | <input type="checkbox"/> Certified Organic
(Certifier: _____) |

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

PLEASE MARK THE APPROPRIATE CATEGORY:

Farms

___ \$50 farm listing ___ \$150 farm listing and 1/8 page

Sponsor or non-farm retailers (all ads come with listings)

___ \$150 (listing only) ___ \$200 (1/8 page ad) ___ \$300 (1/4 page ad) ___ \$600 (1/2 page ad) ___ \$1,200 (one page ad)

Farmers Markets

___ Farmers' Market (free)

Make checks payable to West Central Wisconsin RPC and return application to:

West Central Wisconsin RPC
800 Wisconsin St., Building D2, Mail box 9
Eau Claire, WI 54703