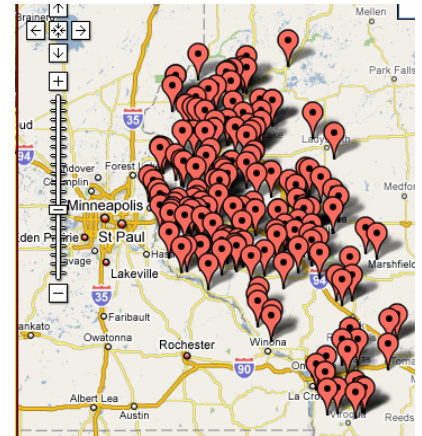


2009 Western Wisconsin Farm Fresh Atlas

Application for free website listing www.wifarmfresh.org

“The Farm Fresh Atlas has been our most effective marketing tool. Through the Atlas we’ve gotten our meat products into restaurants in the Twin Cities. We’ve also gotten lots of inquiries from customers as well. Plus, we’ve made many connections with other growers in the area.” — Judy Moses, Shepherd Song Farm



How much does it cost?

The 2009 Farm Fresh Atlas web listing is *free!*

Why should I list in the Atlas?

The Farm Fresh Atlas website helps customers find you with over 10,126 unique visitors in 2008.

Who can be included?

Businesses that grow, sell, and support locally grown food:

- Farms that direct market
- CSA's
- U-pick farms
- Retailers/Restaurants
- Sponsors
- Farmer's Markets (Free)

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.

Who's behind the Atlas?

UW-Extension Western District, Midwest Organic Sustainable Education Services, River Country RC & D Council, West Central Wisconsin Community Action Agency, Inc, and the Northwest Wisconsin Regional Food Network.

How do I participate?

We encourage you to visit our website at www.wifarmfresh.org. If you have participated in the Atlas in the past, you will have a listing on the web already. If there is anything new or different that you would like to change, please email us at the Contact Us portion of the website. If you do not have a listing with us, simply fill out and email us the application on the website or return the application form on the back of this flyer. There is no cost for changes or additions. For more information, email andrew.dane@ces.uwex.edu or call Barb Trine or Andrew Dane at (715) 726-7950.

2009 Western WI Farm Fresh Atlas Website Application

FREE

Contact Person: _____ Farm/business name: _____

Please check the category that describes your business: farm farmer's market sponsor non-farm retail restaurant

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 word description of your farm, farmer's market or retail/restaurant business (sponsors), including directions, if desired, as you wish it to appear in the *Atlas website at www.wifarmfresh.org*. We reserve the right to edit descriptions if they exceed 150 words.

Provide a detailed location of your farm, farmer's market, retail/restaurant business or sponsorship. We will use this information to place you on the website (www.wifarmfresh.org). These directions **will not** be printed on the *Atlas website*. If you are technologically inclined, provide us your geographical coordinates.

If you are a farmer or food producer, please check all of the categories below that describe your business. We will list as many as possible.

Meat/Poultry Cheese Fruit Vegetables CSA U-Pick Eggs Herbs/Flowers

Pumpkins Honey Maple Syrup Certified Organic (Certifier: _____) Food Alliance certified

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

Visit the web site at www.wifarmfresh.org