WHAT IS THE FARM FRESH ATLAS?
The Atlas is a free local food guide listing farmers who sell directly to consumers in Central Wisconsin. The Atlas is also a guide to restaurants, businesses, organizations, local food events, and farmers markets around the region. This publication provides vital information about what area farms produce, their growing practices, contact information, and the services they provide.

WHAT ATLAS LISTEES ARE SAYING
“We’ve advertised in the Central Wisconsin Farm Fresh Atlas for several years and have been very pleased with the results. They always supply us with 50 copies to distribute to our customers and many times the customers come with an Atlas in their hands! Though we are on the far west fringes of central Wisconsin, we probably get more customers through the Atlas than any other place we advertise. We would recommend them highly. Their rates are very inexpensive for the coverage and quality you get.”

Nenn Stuve, Farmer
Grampa Glenn’s Certified Organic
Strawberries (Humbird, Wisconsin)
WHO PUBLISHES IN THE CENTRAL WISCONSIN FARM FRESH ATLAS™?
Central Rivers Farmshed is a non-profit organization in Stevens Point, Wisconsin with a mission to grow a resilient local food community. Farmshed produces and distributes the Central Wisconsin Farm Fresh Atlas annually, and they also offer a variety of programs and events in the Stevens Point area.

WHAT IS A LISTING?
List in the Atlas to share your story, connect with consumers and showcase your commitment to local food. Each listing includes your contact information, website, and a description of your farm or business. Your listing will be published in Farmshed’s central regional print edition for the upcoming year, and it will also be published on farmfreshatlas.org for one year (updated each February). 100% of your listing fee directly supports the production of Farmshed’s print publication. If your products or services are available to consumers in more than one region, you may opt to purchase additional listings in more than one print publication when you submit an application.

WHAT CONSUMERS ARE SAYING
During the spring of 2018, the statewide Farm Fresh Atlas network partnered with the University of Wisconsin-River Falls Survey Center to conduct a consumer survey. Here are some of the comments we received:

“Both the Farm Fresh Atlas and its website are incredible guides that quickly guide you to local sources for any and all of your questions and requests!”

“I love your printed materials. I use them to shop farmers markets all over Wisconsin!”

“I used the Atlas as my starting point in picking a CSA. Since then, our eating has become even more local, as we source meat, cheese, grain and more locally.”

“I’m a health practitioner and share your Farm Fresh Atlas with my clients all the time! I love it, thank you for your efforts.”
ATLAS LISTINGS

<table>
<thead>
<tr>
<th>ATLAS LISTINGS</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers’ Markets</td>
<td>FREE</td>
</tr>
<tr>
<td>Farm / Non-Profit Listing</td>
<td>$65 Early Bird.</td>
</tr>
<tr>
<td>Farm / Non-Profit Listing</td>
<td>$75 after Nov.</td>
</tr>
<tr>
<td>Non-Farm Business / Organization Listing</td>
<td>$100 Early Bird.</td>
</tr>
<tr>
<td>Non-Farm Business / Organization Listing</td>
<td>$120 after Nov.</td>
</tr>
</tbody>
</table>

Each Atlas listing includes your contact information, a 50-word description of your farm or businesses and a location on our centerfold map. The listings act as a directory of contact and background information for businesses connected to the local food economy. Listings are neatly organized into the categories below, which allows readers to find anyone listed in the Atlas quickly and easily. From restaurant and cooperatives to CSA’s, coffee roasters to farmers’ markets, people throughout Central Wisconsin know what is available locally by looking in the Farm Fresh Atlas™ of Central Wisconsin.

ATLAS SPONSORSHIP

Are you a proud supporter of the local food movement? Are you interested in making a statement about your commitment to supporting local farms? If you are, then consider becoming a supporter! Contact us for details.
FULL COLOR GRAPHIC ADVERTISING:

<table>
<thead>
<tr>
<th>Price</th>
<th>Ad Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75</td>
<td>1/8 Page Advertisement</td>
<td>3.25&quot; x 2&quot; (Horizontal)</td>
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<tr>
<td>$200</td>
<td>1/4 Page Advertisement</td>
<td>3.25&quot; x 4.25&quot; (Vertical)</td>
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<tr>
<td>$400</td>
<td>1/2 Page Advertisement</td>
<td>7&quot; x 3.5&quot; (Horizontal)</td>
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<tr>
<td>$400</td>
<td>1/2 Page Advertisement</td>
<td>3.5&quot; x 9&quot; (Vertical)</td>
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<tr>
<td>$800</td>
<td>Full Page Advertisement</td>
<td>7&quot; x 9&quot;</td>
</tr>
</tbody>
</table>

Organizations or businesses connected to the local food economy in Central Wisconsin are encouraged to advertise or sponsor the Atlas. This is a great way to have your name, logo and message seen among the Atlas listings by thousands of readers in your greater area. All graphic ads are printed in full color! Interested in purchasing a graphic ad and a listing? We will do our best to place your full-color ad near your listing! We can often accommodate special requests for placement, so please let us know how you’d like your ad displayed.

Note: Send electronic files to Krista at atlas@farmshed.org. All graphics and images need to be supplied either as CMYK or grayscale halftones with file size at a minimum of 300dpi. Line art should be at least 600dpi. Black and white line art should be in bitmap TIFF format. Any RGB files need to be converted to CMYK. PDF files: disable all image compressions and embed fonts.
With distribution points throughout the region, the Farm Fresh Atlas is easily found and widely used, reaching over 30,000 customers. All listees receive copies to distribute, as do libraries, churches, chambers of commerce, tourism bureaus, schools, and more! Plus, the Atlas can be found online at farmshed.org!

**EXAMPLES OF PLACES WHERE YOU CAN FIND THE ATLAS**

**Area Businesses**
- Restaurants and Cafes
- Area Cooperatives
- Local Shops
- Gyms and Fitness Centers
- Central Rivers Farmshed and many more!

**Large Events**
- MREA Energy Fair
- Local Food and CSA Fairs
- Summer and Winter Farmers’ Markets
- WI Local Food Network Summit
- Green Living Expos
- Family and Youth Events

**Public Libraries**
- Coloma
- Marshfield
- Medford
- Montello
- Stevens Point
- Tomah
- Wausau and many more!

**CENTRAL WISCONSIN COUNTIES**
The Central Wisconsin Farm Fresh Atlas™ currently covers these eleven counties: Adams, Clark, Juneau, Langlade, Marathon, Monroe, Portage, Taylor, Waupaca, Waushara, and Wood.

Farm Fresh Atlas™ is a trademark of REAP Food Group, Inc., used with permission by grassroots coalitions throughout Wisconsin to produce six independent atlases: Farm Fresh Atlas™ of Eastern Wisconsin, Farm Fresh Atlas™ of Western Wisconsin, Farm Fresh Atlas™ of Southeastern Wisconsin, Farm Fresh Atlas™ of Southern Wisconsin, and Central Wisconsin Farm Fresh Atlas™, and Farm Fresh Atlas™ of Northern Wisconsin. Learn more by visiting farmshed.org.
WHO IS FARMSHED?

Farmshed is a 501(c)(3) nonprofit organization located in Stevens Point. Farmshed serves the needs of local farmers and community members (and the various groups and institutions they belong to) by facilitating programs and events. Through these activities, Farmshed strengthens the local food economy, builds an understanding of the benefits of sustainable, local food, and promotes community sustainability and resilience.

Stay in touch! Visit farmshed.org to sign up for our emails, check out our volunteer opportunities, and get the scoop on our programs, events and more!