

Press Release: For Immediate Release

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Sign-Up Now to be featured in the 2010 Farm Fresh Atlas of Southeastern Wisconsin!

If you are a farmer or local business that wants to attract more customers in the Milwaukee Metropolitan area, then the 2010 Farm Fresh Atlas of Southeastern Wisconsin is for you! The Atlas features local farmers, cooperatives, farmers markets and businesses that produce, use, or sell Wisconsin farm products and sell those products directly to consumers. "We are developing this Atlas to meet consumers' renewed interest in choosing where their food comes from" says Rose Skora with Kenosha/Racine Counties UW-Extension. "These consumers want the freshest, best tasting and healthiest food available. Additionally, they want to help preserve farms as part of the local landscape. This Atlas will let people know where and how to buy directly from growers."

Even with all the back breaking work that farmers have to do, sometimes the hardest thing they must face is marketing their products. "The Farm Fresh Atlas of SE WI is by far one of our farm/greenhouse business' best marketing tools. It is where you need to be if you offer direct-farm sales, agri-entertainment or farm market sales. Our farm customers love the atlas section listing all of the farm markets in our part of the state. The Farm Fresh Atlas of SE WI offers a good value for our advertising dollar and helps promote our agriculture industry!" says Gail Yerke from Yerke Frog Valley Greenhouses in Mukwonago.

The Farm Fresh Atlas of Southeastern Wisconsin will include a map and guide listing farms, food-related businesses and farmers' markets. 80,000 Atlases will be printed and distributed in 2010 at farmers' markets, through participating farms and businesses and through tourism and convention bureaus, public libraries, and events such as county fairs. Target counties include Kenosha, Racine, Walworth, Milwaukee, Waukesha, Ozaukee, Washington, Dodge and Jefferson. Additionally, farms outside of this area can be included if they sell their products within these target counties. All farm and businesses who list in the hard copy version will also have their information on the website, which is <http://www.farmfreshatlas.org/southeast/>.

Farmers who sell directly to consumers, through on-farm sales, farm stands, farmers' markets, CSA's, or U-Pick operations or through other methods can be listed in the Atlas. Any food related business that also supports farmers such as cheese factories, food coops, restaurants, bakeries, meat processors and others can participate as a business sponsor. The cost to list a farm in the Atlas is \$50. Businesses listings are \$175. There will also be ad space available for businesses who would like that option. Applications must be

returned by December 1st, 2009 and Atlases will be available for distribution beginning in March of 2010.

For more information or to request application materials, contact Rose Skora, Agriculture Educator for Kenosha/Racine Counties UW-Extension at 262-857-1945, or rose.skora@ces.uwex.edu. New this year is also the option to register and pay on-line! Applications are also available on the website at <http://www.farmfreshatlas.org/southeast/>.