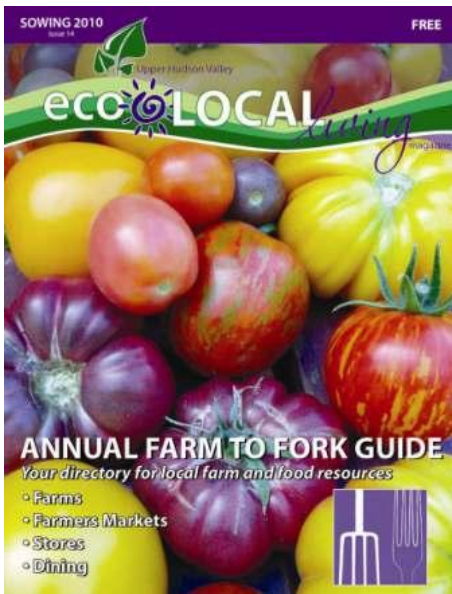


eco-local 2011 Farm to Fork Guide



Dear Farmers' Market Manager,

It's time to add your farmers' market information for the 2011 edition of the eco-local Farm to Fork Guide. **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 APRIL 22nd**. 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 guide, 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 to Fork Guide:

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 *Guide* would you like us to send you for distribution at your market? _____

Does your market accept EBT and credit cards? ___ yes ___ no

Address where we should send copies and your receipt: _____

[Please see other side for advertising information, sample listings and other details.](#)
Listing information is due April 22, 2011.

Are you purchasing an ad in addition to your listing? If so, please include your payment (make checks payable to ecolocal): ___ Listing only (no charge) ___ \$130 (1/9 page ad) ___ \$185 (1/6 page ad) ___ \$240 (quarter page ad) ___ \$280 (1/3 page ad) ___ \$370 (1/2 page ad) ___ \$630 (full-page ad) ___ \$735 (full page ad covers /page 3)

Return form (and payment if applicable) to: ecolocal, 38 Tamarack Trail, Saratoga Springs, NY 12866.

Fax # 587-2296 Thank you!

More information about the Farm to Fork Guide...

Who can be included?

In addition to farmers' markets, the *Farm to Fork Guide* 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 *Guide* will be released in May 2011 at the beginning of the outdoor Farmers Market season.

How to participate

Fill out and return the application form on the other side of this flyer.

Sample farmers' market listings:

Ballston Spa Farmers' Market

June – September, Thursdays 3pm -6pm, Saturdays, 9am to Noon

Location: Wiswall Park, on Front St
visit www.ballston.org for more information.

Troy Waterfront Farmers' Market

May through October, Saturdays, 9am to 1pm.

Location: Riverfront Park, just off River Street, downtown Troy
Visit www.troymarket.org for more information.

Reach more customers while showing your support for local food: Advertise in the eco-LOCAL 2011 Farm to Fork Guide!

Do you want to say more about your market?

Consider purchasing an ad in the Farm to Fork Guide:

Camera-ready ad rates:

\$130: 1/9 page ad (2.375" wide x 3.25" tall)

\$185: 1/6 page ad (3.5" wide x 3.0" tall)

\$240 1.4 page ad (3.5" wide x 4.75" tall)

\$280: 1/3 page ad (square: 4.75" wide x 4.75" tall; vertical: 2.375" wide x 9.75" tall)

\$370: 1/2 page ad (vertical: 3.5" wide x 9.75" tall; horizontal 7.5" wide x 4.75" tall)

\$630: full-page ad (7.5" wide x 9.75" tall)

\$735: full page premium inside covers or page 3

Your regular text 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 \$25 per hour.

Camera-ready ads are due by April 22. If you need us to design your ad, please contact us.

Design and technical inquiries: Karen Garrison, kgarriso@nycap.rr.com

Billing inquiries: info@ecolocaliving.com or call (518) 858-6866.

To request a free copy of the 2010 *Farm to Fork Guide*, call (518) 858-6866 or info@ecolocaliving.com.
To see the 2010 *Guide* online, go to www.issuu.com/ecolocal/docs/ecolocalsowing2010