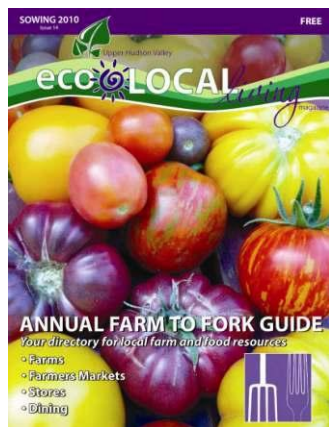


Announcing... the eco-LOCAL Living magazine

2011 Farm to Fork Guide

Reach local food-conscious customers in the greater Capital/Saratoga/Southern Adirondack Region and beyond.... Purchase a listing in the 2011 *Farm to Fork Guide*!



- ☞ Covering the foodshed of the Upper Hudson & Mohawk Valleys, the 2011 Farm to Fork Guide will be the shopping reference for customers seeking local and sustainably grown food in the region.
- ☞ 20,000 copies will be distributed free of charge across the 5 county region of the Upper Hudson Valley (Albany, Rensselaer, Saratoga, Schenectady, Warren and Washington). Your listing will also be included in the ecolocaliving.com website on the 2011 Farm to Fork page.
- ☞ A listing in the *Farm to Fork Guide* is a great deal! Text listing fees are low so that all can participate. Upgrade to a full color display ad for more impact and branding power!

Applications are due April 22, 2011

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

When you purchase an ad in the eco-LOCAL *Farm to Fork Guide*, you help keep listing costs affordable for family farmers. And, you promote your business to customers who want to eat food grown sustainably and close to home.

Camera-ready ad rates (full color, w x h):

1/9 Page vertical 2.375" x 3.25"	\$ 130.00
1/6 Page horizontal 3.5" x 3.0" vertical 2.375" x 4.75"	\$ 185.00
1/4 Page horizontal 7.5" x 2.25" vertical 3.5" x 4.75"	\$ 240.00
1/3 Page square 4.75" x 4.75" vertical 2.375" x 9.75"	\$ 280.00
1/2 Page horizontal 7.5" x 4.75" vertical 3.5" x 9.75"	\$ 370.00
Full Page 7.5" x 9.75"	\$ 630.00
Premium Pages (full page) Inside covers & page 1	\$ 735.00
Back cover Full bleed 8.25" x 10.25"	\$ 840.00

Your regular listing is included for free when you purchase a display ad. Ad copy is due by April 22, 2011 (4 color CMYK, 300 dpi resolution, pdf format preferred). If you need us to design your ad, please contact us. Send artwork to advertise@ecolocaliving.com

Information about your basic listing in the Farm to Fork Guide...

How much does it cost?

Listings cost \$55 for farms and \$110 for non-farm businesses and organizations. Listing are free with a paid display advertisement!

Who can be included?

The *Farm to Fork Guide* lists farms that sell products directly to customers in the Upper Hudson Valley (Capital Region-Saratoga-Glens Falls). It also lists restaurants and other food-related businesses and organizations. Listees must pledge that they are family or cooperatively owned and operated in a way that protects natural resources.

When will it be out?

The *Farm to Fork Guide* will be released in May 2011, inside the Sowing edition of eco-LOCAL Living magazine.

View last years *Guide* online at <http://tinyurl.com/3mpltzc>

How to participate

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

eco-LOCAL 2011 Farm to Fork Guide application form

Please submit by April 22, 2011

Check the category that best describes your operation: ___ farm ___ non-farm business or organization

Please provide the following information EXACTLY as you wish it to appear in the Farm to Fork Guide.

Your name(s): _____ Farm/business name: _____

Farm/business address: _____ County: _____

City: _____ State: _____ Zip: _____ Phone (REQUIRED): _____

Fax: _____ Web site: _____

Email: _____

- Check here if you DO NOT want your email address included in your listing
- Check here if you DO NOT want people to visit your farm (we will include this in your listing)
- Check here if your business does wholesale distribution (we will include this in your listing)

Mailing address, if different (will not be printed): _____

Please rank all of the categories below that describe your farm/business with "1" being the most important, "2" being the second most important, etc... We will list as many as possible.

___ Meat/Poultry ___ Cheese/Dairy ___ Fruit ___ Vegetables ___ CSA ___ U-Pick ___ Eggs ___ Pumpkins

___ Herbs/Flowers ___ Honey/Maple Syrup ___ Craft/Fibers ___ Health/Beauty ___ Canned/Baked Goods

___ Certified Organic (Certifier: _____)

Provide a **60-word** description of your farm or business, including directions if desired, as you wish it to appear in the *Farm to Fork Guide*.

U-pick farms MUST provide driving directions in the descriptions. We reserve the right to edit descriptions.

- My farm or business description is attached. (Please type or write as legibly as possible)
- I emailed my listing to info@ecolocaliving.com. PLEASE attach a copy to this application form.

We ask that all farms and businesses listed in the *Farm to Fork Guide* pledge their commitment to the criteria described below. We rely on the good faith of everyone listed 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.
- Does not use GMO or bovine growth hormone
- 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 New York 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 New York farms, or sells products made by our business using raw materials grown on regional farms, or uses fair trade, sustainably or organically raised ingredients in our products

Signature of person filling out this form

Date

Help us distribute the Farm to Fork Farm Guide to your customers! How many copies can we give you for distribution? _____

Payment:

Listing only: ___ \$55 farm listing ___ \$110 non-farm business or organization listing

Listing and ad (see reverse): ___ \$130.00 (1/9 page) ___ \$185 (1/6 page) ___ \$240 (1/4 page) ___ \$280 (1/3 page) ___ \$370 (1/2 page) ___
___ \$630 (full-page) ___ \$735 (inside covers or page 3) ___ \$840 (back cover)

Make checks payable to "ecolocal" and return to: 38 Tamarack Trail, Saratoga Springs, NY 12866. Thank you!