



Van Buren County Local Food & Farm Guide **NEW FOR 2019**

Local Food and Farm Tour Discounts for MAEAP or Safe Food Program Participants!

Local Food and Farm Tour

We are planning a self-guided farm tour promoting interested advertisers in the Van Buren Local Food and Farm Guide. The tour will feature these locations during a special weekend in the late summer and/or early fall. Special advertising will highlight details about these farms and the tour map. Tour goers will be guided to each location to experience the best of Van Buren County. Each participating location will provide a door prize or gift card that will be given away to tour goers via a drawing. **Are you interested? Give us a call at 269-657-4030 ext. 5.**

Discounts up to 50% Available!

The Michigan Agriculture Environmental Assurance Program (MAEAP) is a confidential, voluntary program that helps growers manage their land better. Through MAEAP, farmers work with their local technician to adopt practices that help their farm produce more crops, create less pollution, and save money.

The Michigan Produce Safety Risk Assessment Program (MPSRA) is available to help produce growers with the requirements of the Food Safety Modernization Act (FSMA). This free technical assistance is voluntary and confidential. This is a great way to achieve confidence in your food safety practices.

Farms that are working through either the MAEAP or MPSRA program are offered a **10% discount** on their Food & Farm Guide advertisement, and those that have completed either program and been certified will receive a **25% discount!** Working with both? **Double your discount!**

If you're advertising but aren't working with MAEAP or MPSRA, schedule your appointment now and start saving money.

The Van Buren County Local Food & Farm Guide will be available to the public in Spring 2019. It will include listings for locally grown food and farm products from local business sponsors. We expect to distribute over 8,000 copies to local farms, businesses, organizations, tourist bureaus, trade shows, and regional events.

The guide is designed and distributed by the Van Buren Conservation District. It is a full color multi-page 5 ½" x 8 ½" booklet featuring a centerfold 8 ½" x 11" map of advertiser locations in Van Buren County. The guide will be published electronically on the Van Buren Conservation District website, including an interactive Google map.

To be listed in the 2019 Van Buren County Local Food & Farm Guide, please complete the form on the reverse side and return with payment to the Van Buren Conservation District by **January 31, 2019** for current prices, no later than **February 08, 2019** for late submission price. See reverse for details.





Van Buren County Local Food & Farm Guide Advertising Registration Form

Please submit by **January 31, 2019** for current prices,
no later than **February 8, 2019** for late submission prices.

Basic Information

Farm or Business Name

Primary Contact Name

Primary Contact Phone

E-Mail address

Website

Billing Address City State Zip

Physical address of market, farm or business (if different from billing address)
Address City State Zip

Check here if you have **never** advertised in the Van Buren County Local Food and Farm Guide. Please make note of the exact location of your farm on a map or give very descriptive directions.

Check here if information in your ad **remains the same** as the 2018 ad for the Local Food and Farm Guide.

Check here if **information has changed** since 2018. If information has changed please note changes. If information has changed in a graphic ad, a new .jpeg or .pdf file needs to be submitted to the Conservation District (kimberly.sinclair@mi.nacdnet.net).

Additional Information

Store/farm/market hours or season

Type of farm or market, or type of products sold

Directions (ex: 1/2 mi. E. of Paw Paw on Red Arrow Highway)

Please provide a short description of your farm, market or business (**50 words or less**), and attach it to your registration form and provide an **exact** location on a map.

Advertising Options

*Interior Ad (graphic ad)

A full color advertisement listed on an interior page of the guide, plus placement on the centerfold map.

SELECT AD SIZE BELOW

Full Page: 5 1/2" x 8 1/2" **\$210 or \$310 late submission**

Half Page: 5 1/2" x 4 1/4" **\$105 or \$155 late submission**

*Detailed Listing (text only): **\$65 or \$95 late submission**

Listing includes Basic Listing information plus hours, products sold/type of farm or market, directions and a brief description (50 words or less) of your farm, market or business on an interior page of the guide.

*Please note the centerfold map will **only include farms within Van Buren County**.

Discounts (Mark all that apply):

- 10% Working on MAEAP
- 25% MAEAP Verified
- 10% Working on MPSRA
- 25% MPSRA Certified

For all graphic ads, you **must** supply the Conservation District with a completed digital advertisement in .jpeg or .pdf file format. The files may be submitted by email or in person by **January 31, 2019**.

Please submit information by **January 31, 2019** for current prices,
no later than **February 08, 2019** for late submission prices.

Please return completed form with payment to Van Buren Conservation District. If you have selected to place a graphic, please email your artwork to kimberly.sinclair@mi.nacdnet.net

Van Buren Conservation District
1035 E. Michigan Ave
Paw Paw, MI 49079
(269)657-4030 ext. 5
E-mail: kimberly.sinclair@mi.nacdnet.net

For District Use: Received _____ Payment _____