



Cascade  
Harvest  
Coalition

Dear Farmer,

The 6th annual Puget Sound Fresh Farm Guide will soon be published and we want your farm to be a part of it. The Farm Guide is the definitive directory to farms and farm products in the Puget Sound region. 100,000 copies of the Guide are distributed to consumers each year through public libraries, special events, fairs, farms, farmers markets, community centers and other community locations. The Farm Guide is featured throughout the twelve-county Puget Sound area, as well as on the PSF Web site.

The Farm Guide is designed to be a tool to help you, the farmer. When you are listed in the Farm Guide, your farm and your farm products are highlighted, helping you increase visibility for your farm and increase sales throughout the season. Because the Farm Guide is distributed in a wide geographic area, your customer base can grow, as consumers learn about the quantity, quality and variety of farm products available in our region.

Purchasing a listing in the Farm Guide will also promote your farm in future Puget Sound Fresh marketing campaigns. This year, CHC is working to enhance the value and visibility of the Puget Sound Fresh brand, which will mean greater marketing power for farmers, retailers and other participating organizations. This exciting new campaign will generate greater consumer awareness of the incredible local farm products available in the Puget Sound region, which will increase market demand for YOUR locally grown and raised products. Buy a Farm Guide listing and get discovered!

In addition to the basic listing we also offer display advertising opportunities to farms, farmers markets and other appropriate businesses. This additional advertising helps offset the Farm Guide's paper and printing costs. It is critical for the continued publication of the guide and it is an excellent opportunity for you to creatively showcase your farm. See the enclosed form for details on display advertising.

The Farm Guide will be published in April, in time for the market season. It is published in booklet form, on newsprint, with full-color on all pages. Information will include farm listings, special events, farmers markets, products, harvest calendar and information on agricultural and local food topics, along with recipes.

Your options for the 2008 Puget Sound Fresh Farm Guide & Web site are:

1. A Farm Listing in the Farm Guide (\$225)

In order to purchase a listing, farms and farmers markets must belong to Cascade Harvest Coalition at an annual membership fee of just \$35 per farmer or market. This includes a Web page on the Puget Sound Fresh Web site, a link to the farm's own Web page from the Cascade Harvest Coalition and Puget Sound Fresh sites, and the right to use the Puget Sound Fresh logo in your own marketing efforts. It also qualifies the farm or market to participate in any additional Puget Sound Fresh promotions, including any discounts available on bags, etc. [www.pugetsound-fresh.org](http://www.pugetsound-fresh.org) attracts thousands of people every month throughout the harvest season.....be sure your farm is represented!

2. Display ads - see the Display Advertising Form for sizes and rates.

3. If you do not want a listing, but DO want to be included on the Puget Sound Fresh Web site, you can still join Cascade Harvest Coalition at the annual rate of \$35.

**DEADLINE FOR ALL ITEMS RELATED TO THE 2008 FARM GUIDE AND WEB SITE IS:  
FEBRUARY 28, 2008.**

***YOUR INFORMATION FORMS AND PAYMENT MUST BE RECEIVED BY FEBRUARY 28, 2008  
IN ORDER TO BE INCLUDED. ACT TODAY! IT'S EASY AS 1-2-3-4.***

1. Decide which kind of listing/ad you want.
2. Complete the listing/ad space order forms.
3. Fill out the Web site/Farm Guide product information sheet.
4. Enclose all forms with your check and return it by the deadline.

**QUESTIONS? CALL:** 425-644-4331 or email: [pugetsoundfresh@aol.com](mailto:pugetsoundfresh@aol.com)

**ACT NOW** to get your farm featured in the 2008 Puget Sound Fresh Farm Guide. (If we receive your forms *and* payment by January 31, we can include your information in a special update section to be distributed at the annual NW Flower & Garden Show.)