



*Taste the Local Difference*  
*Northwest Michigan's Local Food Guide*

**Farm Listing Form 2010**

**General Contact Information:**

Please provide the following contact information as you would like it to appear in our print and online listings:

**Farm name:** \_\_\_\_\_  
*If you do not have a farm name, list your last name here instead.*

**Owner/operator's full name(s):** \_\_\_\_\_  
*Be sure to include all names that should be included, e.g., "Betty, Norm, and Suzy Smith."*

**Farm business location:**

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Web site: \_\_\_\_\_

Farm Business Phone: \_\_\_\_\_

Farm Business E-mail: \_\_\_\_\_

May we list this email in the guide and in online listings?  Yes  No

County of Farm location: \_\_\_\_\_

**For our internal purposes only:** Please provide your year-round mailing address and other contact information, *if different from above*, so that we can contact you to be in each year's guide and alert you to special events, new business tools, and other news.

Primary Contact First Name: \_\_\_\_\_

Primary Contact Last Name: \_\_\_\_\_

Check here if the following primary contact information is the same as above:

Primary Contact Mailing Address: \_\_\_\_\_

Primary Contact City: \_\_\_\_\_

Primary Contact State: \_\_\_\_\_ Primary Contact Zip: \_\_\_\_\_

Primary Contact Phone: \_\_\_\_\_ Primary Contact Other Phone: \_\_\_\_\_

Primary Contact Email: \_\_\_\_\_

## Farm Information:

### Categories

Select all that apply to your locally grown product selection.

- |                          |                 |                          |                      |
|--------------------------|-----------------|--------------------------|----------------------|
| <input type="checkbox"/> | Christmas trees | <input type="checkbox"/> | Grains               |
| <input type="checkbox"/> | Dairy           | <input type="checkbox"/> | Herbs                |
| <input type="checkbox"/> | Eggs            | <input type="checkbox"/> | Meat                 |
| <input type="checkbox"/> | Fish            | <input type="checkbox"/> | *Nursery plants      |
| <input type="checkbox"/> | Flowers         | <input type="checkbox"/> | **Specialty Products |
| <input type="checkbox"/> | Fruit           | <input type="checkbox"/> | Vegetables           |

\* Eligible nursery plants are plants you grow from seeds, cuttings, or plugs.

\*\* Specialty products must use food or fiber produced in the 10-county Taste the Local Difference region. Examples include cheese, maple syrup, jams, wool, hand cream, evergreen wreaths.

### Products

Describe your products for the guide in the space provided below:

*Examples: Pies, milk, trout, tart cherries, sweet corn, basil, maple syrup, lamb. Antique apples including Macoun, Snow, and Spy. U-pick strawberries, raspberries, and blueberries. Beef patties.*

*If you list specialty products, please specify what local ingredients you use.*

**Please note:** A listing of 25 words or less in the Products section is free of charge. If you would like a longer listing, up to a maximum of 50 words, there is a charge of \$25. If applicable, please include this payment with your submission. Checks may be made payable to: Michigan Land Use Institute.

Also, to make it easier for customers to find you when they search online for individual products, please list *each specific* product that you have for sale below. For example, if you listed “summer vegetables” in the section above, list which specific vegetables you grow here:

## Add special instructions here:

*Example: Call to arrange orders for fresh lamb, usually late summer to early autumn. We also sell certified organic apples from another nearby farm.*

**Please note:** *There is a 25 word-count limit for special instructions.*

## Growing Practices

Choose the growing practice associated only with the products *you* grow. If you sell another farmer's product grown in a different manner, describe that in the Products section, above.

- Certified Organic      Certifying Agency \_\_\_\_\_
- Certified Biodynamic      Certifying Agency \_\_\_\_\_
- Pastured/Grass-fed
- Antibiotic-free
- Artificial Hormone-free
- Synthetic Chemical-free
- Integrated Pest Mgmt
- Wild crafted or caught

## Availability

Please indicate where and how your products are available and complete related information. Include retail stores, restaurants or institutions if you are seriously interested in being contacted for such sales.

- Farmers' Markets List the markets:
- Web Sales
- Phone orders
- Mail orders
- Retail stores
- Restaurants
- Institutions (*such as schools, hospitals, summer camps, etc.*)
- U-Pick
- Farm Stand
- CSA Farm

## Special Purchase Options:

Please indicate whether you accept payment by any of the following programs.

- Project FRESH coupons
- Senior Project FRESH coupons (*Including tribal coupons*)
- Bay Bucks

*If you would like information about participating in these programs, call the Michigan Land Use Institute at 231-941-6584 ext 21, and ask for the “special payment packet.”*

## Hours of Operation

If applicable, give times and dates you are open for customers.

*Examples: Farm stand: 9 a.m. – 5 p.m. daily June through Labor Day; 9 a.m. – noon after Labor Day to Thanksgiving or U-pick: Call ahead for availability. Season is usually August to mid-October.*

## Directions

If applicable, provide customers with directions to your farm or farm stand.

*Please include clear, brief directions from the nearest familiar main road.*

## Special Notice

To give your farm added visibility, we will also provide your farm information to the MSU Product Center Web System, Michigan Market Maker. For more information visit [www.mimarketmaker.msu.edu](http://www.mimarketmaker.msu.edu).

I *do not* want to share my information with Market Maker.

In this growing market, we want to let you know that certain products are subject to licensing and inspection. “Whole uncut produce” is exempt from this requirement. If you offer any other product, you should contact MDA at 231-922-5210 for more information on specific requirements.

*Thank you!*

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Please return this form to:

TLD Guide—Michigan Land Use Institute  
148 East Front Street • Suite 301 • Traverse City, MI 49684-5725

*If you have any questions, please call 231-941-6584, ext. 21.*