



Dear member of the agricultural community,

We want to personally invite you to join Sonoma County Farm Trails. By joining our organization, we can combine the strengths of all of our members to reach new customers and educate the public about the importance of local agriculture and food.

To tell you a bit about us, we're a membership organization comprised of local Sonoma County farms and supporting businesses (e.g., feed stores, and restaurants and grocers who feature local food). Our purpose is to promote local agriculture – in other words, you – while educating the community and working with other non-profit organizations to support local agriculture in Sonoma County. We put on two major events per year, the Gravenstein Apple Fair and Weekend Along the Farm Trails, and are hoping to expand these events in 2010 by collaborating with other local non-profits to host workshops and tours throughout the year at member farms. We also put out an annual Map & Guide, which is distributed all over the county and south to San Francisco, and is a treasured publication throughout the county.

If your dollars are stretched tight this year, why should you join? We believe that the increased visibility will help your business grow, whether it's by promoting your CSA and helping you get more members, showcasing your farm at Weekend Along the Farm Trails, or featuring you in press releases and newsletters to promote your produce or artisanal product. The more visible farms become in our community, the more customers will choose to buy local produce, meat, dairy, and eggs, rather than imports. We hope you'll join us in our efforts to keep Sonoma County agriculture alive and profitable!

Thanks for taking the time to read this letter. We wish you many happy harvests!

Best,

*Lyndie & Marie*

Lynda Browning & Marie Coakley

The Staff at Sonoma County Farm Trails



## Membership Benefits

### Active Member Benefits @ \$300/year.

- Presence in the Sonoma County Farm Trails Map & Guide:
  - Business location identified on the full color map.
  - Full business description and listing of all products in product index.
  - Guide has first-run distribution of 50,000 primarily within Sonoma County but with outreach to Marin and San Francisco.
- Opportunity to purchase an ad at a reduced rate in the Sonoma County Farm Trails Map & Guide.
- Business link on the Farm Trails website, which received 70,000 hits in November.
- Free 2' x 2' Farm Trails member sign to place in front of your business.
- Ability to participate in Weekend Along the Farm Trails and the Gravenstein Apple Fair.
- Advertisements placed on behalf of member businesses:
  - Monthly newsletter featuring a Farm Trails member.
  - Radio advertising campaigns targeting the listeners of KRSH, KZST, KFGY (Froggy), KRCB, KSRO.
  - Print advertising campaigns through Sonoma West newspapers, the Bohemian, and Press Democrat online.
- Additional promotional events, such as Early Bird Breakfast Club Meetings, on-farm workshop series (great for farm, grocer, and restaurant businesses), and new Spring Blossoms, Bees, & Barnyard Babies event.

### Associate Member Benefits @ \$200/year.

- Designed to provide local supporting businesses with a presence in the Sonoma County Farm Trails Map & Guide. (Farms, feed stores, restaurants and grocers should choose active memberships.)
  - Associate membership listing (address, name, website only; no description and no location on map.)
  - Opportunity to participate in topic-appropriate Farm Trails events.
  - Phone referrals and priority for receiving Sonoma County Farm Trails business.
- Opportunity to purchase an ad at a reduced rate in the Sonoma County Farm Trails Map & Guide.



# Sonoma County Farm Trails

## Active Member Application

Active Members receive the full benefits of the Sonoma County Farm Trails organization. This includes a full listing (with location and description) in the annual Map & Guide, as well as the right to vote on Farm Trails issues. To become an Active Member, or to maintain your current Active Membership status, please fill out the following form and provide payment of \$300 by December 31<sup>st</sup> 2009.

### 1. Basic Information (Please circle any information below that you do not wish to have published in the Map & Guide.)

Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_ Fax (internal use): \_\_\_\_\_  
E-mail (internal use): \_\_\_\_\_ Web Site \_\_\_\_\_  
Mailing address (if different): \_\_\_\_\_

### 2. Map Listing

**Verify or specify your location: Look at the current Map & Guide (available in hard copy or at [www.farmtrails.org](http://www.farmtrails.org)).**

If the current guide accurately depicts your location, check the appropriate box below. If you are a new member, or your listing requires a change, please check the appropriate box below **and complete the following steps**. First, please determine which region your farm should be listed in by looking at the maps in the current Map & Guide. Then, place an X where your farm should be located. Finally, rip out that page and include it with your application.

Location is Correct       New Location (Marked Page Included)       Location is Incorrect (Marked Page Included)

### 3. Member Signage

Do you require a 2'x2' Farm Trails roadside sign? (Replacements available for existing members; signs also available for new members.)

Yes \_\_\_\_\_ No \_\_\_\_\_      *Signs may be picked up at the Farm Trails Office, 930 Shiloh Road, Windsor.*

### 4. Member Listing

Please provide a description of your business and/or services in 25 words or less. See our current Map and Guide for listing ideas. You may also email photos of your business to [farmtrails@farmtrails.org](mailto:farmtrails@farmtrails.org) for possible inclusion in the Map & Guide, and provide us with brochures or written materials that will help office staff get to know your business, so that we may refer customers to you.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Months Open: \_\_\_\_\_ through \_\_\_\_\_ Days & Hours: \_\_\_\_\_

Planned Events for upcoming year: \_\_\_\_\_

**Annual Dues: \$300**

**Total Enclosed: \$** \_\_\_\_\_

**Application & payment must be received by January 31st for publication in our Annual Map & Guide – no exceptions.**