

## **Instructions for updating your *Farm Direct* entry**

### ***Step 1: Review your current listing***

If you are currently listed in *Farm Direct*, and you have a computer with Internet access, the first thing you should do is go on-line and look up your entry. The web address is <http://www.illinoisfarmdirect.org/>. Use the search feature on the right side of the page to find the listing for your market.

### ***Step 2: Fill out Section I of the information form***

### ***Step 3: Fill out Section II of the information form***

Section II is survey information to help us stay in contact with you, and also track some trends in the state regarding what's available in the direct-purchase market and how effective *Farm Direct* is at helping producers and markets.

**The information in Section II will not be made public.**

### ***Step 4: Consider making a donation to Farm Direct***

We will include your farm or business information in the *Farm Direct* website for free. We want to include as many farmers and markets in the directory as possible and don't want cost to be a hindrance to anybody. At the same time, it takes resources to keep this service up and running. If you think *Farm Direct* is a good thing and would like to make a small contribution to help cover some of the expenses, we would encourage you to include a check for \$10, \$25 or even \$50. Please make your check out to *University of Illinois*.

### ***Step 5: Mail the completed Information Forms back to Farm Direct***

Once you have both Sections I and II of the Information Form completed, fold and insert the forms (two pages) and your donation check into the pre-addressed, postage-paid envelop and drop it in the mail by **April 30**.

If you've misplaced the envelope we provided, please mail the completed Information Form to...

Dan Anderson  
W-503 Turner Hall, MC-047  
1102 S. Goodwin Ave.  
Urbana, IL 61801

### ***Have any questions?***

If you have any questions regarding *Farm Direct*, this letter or the Information Form, contact Dan Anderson at [aslan@uiuc.edu](mailto:aslan@uiuc.edu) or (217) 333-1588.

## 2006 Farm Direct Market Info Update Form

### **Section I**

This section of the form covers the information that will appear on your website listing. Please fill it out as you would like the information to appear on the Farm Direct website.

**Farmers market name:** \_\_\_\_\_

**Market address (location):** \_\_\_\_\_

**County:** \_\_\_\_\_ **City** \_\_\_\_\_, **IL Zip** \_\_\_\_\_

**Website URL (if available):** \_\_\_\_\_

**Season or months of operation** \_\_\_\_\_

**Days and hours of operation** \_\_\_\_\_

<b>Coupons accepted</b>	WIC	Yes	No
	Senior citizen	Yes	No

**Brief description of market and/or list of available products:**

**Section II**

This section will provide us with information to help use stay in contact with you and also track some trends in the state regarding what's available and how it's being marketed and how Farm Direct can be improved.

**1. Contact Info:**

**Market organizer's name(s):** \_\_\_\_\_

**Organizer's mailing address:** \_\_\_\_\_

**City** \_\_\_\_\_, **IL Zip** \_\_\_\_\_

**Organizer's phone number:** \_\_\_\_\_

**Email address (if available):** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**2. Number of farmers selling at market** \_\_\_\_\_

**3. Did *Farm Direct* increase your sales in 2005?** (circle one)

Yes    No    Don't Know

**4. If yes, can you estimate by how much?**

\_\_\_\_\_ % increase    \_\_\_\_\_ Number of additional customers

**5. Additional Comments...**