



# 2019 Market Share CSA Program

**Westside Community Market  
UW Digestive Health Center Parking Lot  
University Ave and University Row, Madison WI**

## **What is a CSA Market Share?**

A CSA Market Share offers Blue Moon's fabulous farmers' market customers the opportunity to support the farm upfront and join in the Blue Moon community! As in a traditional CSA membership, members pay ahead for a season's worth of produce. This allows the farm to invest in the seeds and equipment it needs to start the season without costly operating loans, and unites eaters and farmers as partners in food production and a local food economy.

## **How does a Market Share work?**

Members purchase a Market Share in \$100 increments. **Members who sign up for a Market Share of \$300 or more will receive 10% in bonus funds on their card. At the \$300 level and above, members are also invited to all on-farm U-pick opportunities (sauce and cherry tomatoes, flower, herbs, and other crops).** Regardless of share level, all market members receive occasional specials at the stand, weekly recipes and news from the farm, and invitations to farm events. Our website and weekly emails will offer you a preview of our market offerings so that you can plan accordingly. As a CSA member, Market Share members may be eligible for HMO rebates through their insurance providers. Visit [www.csacoalition.org/about-csa/csa-insurance-rebate/](http://www.csacoalition.org/about-csa/csa-insurance-rebate/) for more information.

## **When and where do I collect my share?**

Blue Moon's farmers' market stand is at the Westside Community Market ([www.westsidecommunitymarket.org](http://www.westsidecommunitymarket.org)). The Market is located in the parking lot of the UW Digestive Health Center, at the corner of University Row and University Avenue in Madison. The Market runs each Saturday from 7am-12:30pm, April 20 to November 9, 2019. A market share allows members to choose freely what they take home each week from available market offerings. You simply shop the stand and make your purchase with your Market Share card. **As market shoppers know, shopping early in the day best ensures the most diverse selection—we are a small farm with a popular stand, and many items sell out by 10 am. While we grow over 30 crops for our market stand, we do not grow everything (see our Market Share Offerings List). Our most satisfied customers are those with a flexible menu and an appetite for fresh veggies on a weekly basis.**

## **Do I have to shop every week?**

No. You will have the full season to use your Market Share funds. ***That being said, successful Market Share members tend to shop the market regularly, rain or shine, throughout the season. If you are not currently a Westside Market patron, travel frequently on the weekends, or tend to be a "fair-weather" shopper, the Market Share may not be for you.***

## **Do the cards expire?**

No. However, at the end of the season we invite members to donate their unused funds to Partner Shares, a low-income CSA assistance program.

## **Sounds Great! How do I sign up?**

Just fill out the registration form and submit with your payment. We will have your card ready for you to retrieve at the market when it starts in April. Welcome to our Community at Blue Moon--we so appreciate your support!



## 2019 Market Share Registration

Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Would you like text notifications? \_\_\_Yes \_\_\_No

E-mail: \_\_\_\_\_

### Choose your Market Share Membership level:

\$100 \_\_\_\_\_ \$200 \_\_\_\_\_ \$300\*\* \_\_\_\_\_ \$400 \_\_\_\_\_ \$500 \_\_\_\_\_ Other \_\_\_\_\_

Donate to our low-income assistance fund to support CSA families! \$ \_\_\_\_\_

Donations are tax-deductible. You will receive a confirmation from FairShare CSA Coalition for your donation. The Coalition does incredible work on behalf of the CSA movement and expands CSA access in our community.  
Thank you for your support!

Total Due = \$ \_\_\_\_\_

**\*\*Sign up at  
the \$300 level  
or above and:**

**Receive an extra  
10% in bonus  
funds**

**Gain access to  
our on-farm  
U-pick  
Opportunities!**

### Payment Options:

- Enclose a check for full payment
- Enclose 2 checks, one with the current date and one dated 6/1/19. Divide your total between the two.
- Pay by Credit Card (you will be sent a payment link when we receive your registration). **3% fee is added to credit card payments.**

Please make checks payable and return to:

Blue Moon Community Farm  
3856 Schneider Drive  
Stoughton, WI 53589

Questions? Contact Kristen at 608-446-6962 or [bluemooncommunityfarm@yahoo.com](mailto:bluemooncommunityfarm@yahoo.com)