



2010 Market Share Program

Westside Community Market, 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 and join in the farm community! As in a traditional CSA membership, members pay ahead for a season's worth of produce from Blue Moon. 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 sign up for 1, 2, or 3 market sessions. Each session costs \$100. When members shop Blue Moon's farmers' market stand, we retrieve their punch card from a file at the stand. Their purchases are deducted from the card each week. Market member benefits include weekly specials at the stand, weekly recipes and news from the farm, and invitations to farm events and members-only U-picks. A market share allows members to choose freely what goes into their share each week from available market offerings. As a CSA farm member, Market Share members may be eligible for HMO rebates through their insurance providers. Visit www.macscac.org/rebates.html for more information.

When and where do I collect my share?

Blue Moon's farmers' market stand is at the Westside Community Market at Segoe Rd and University Ave in Madison. The Market runs each Saturday from 7am-1pm, April 17 to November 6. As market shoppers know, shopping early best ensures the most diverse selection.

Do I have to shop every week?

No. Each session's card is good for the whole session—spend as little or as much as you'd like each week.

Do the cards expire?

Yes. Each session's card expires when that session is over (see registration form for session information). Unused funds are reallocated to our Assistance Fund to help low income members access CSA shares.

Sounds Great! How do I sign up?

Just fill out the registration form and submit with your payment. Welcome to the farm community!





2010 Market Share Registration

Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____

E-mail: _____

HMO to whom you will request a rebate: _____

*Be sure to keep a copy of your sign-up for your rebate request.

Weekly Recipe Preference (check one):

_____ Via Email _____ Paper copy at the market

Choose your Market Share sessions:	cost	x	# shares	=	season total
Early Session: June 5-July 25	\$100	x	_____	=	\$_____
Mid Session: July 26-September 19	\$100	x	_____	=	\$_____
Late Session: September 20-November 7	\$100	x	_____	=	\$_____
					Total Due = \$_____

Payment Options: (1) Enclose a check for full payment or (2) Enclose 2 checks, one with the current date and one dated 6/1/10. Divide your total between the two. You will receive an email confirmation of your registration with a receipt

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