



2018 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 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, they retrieve their card from our member board and present it to our staff. Their purchases are deducted from the card each week. **Members who sign up for all 3 sessions receive a \$30 bonus to use at the market, and are invited to all on-farm U-pick opportunities (sauce and cherry tomatoes, flower, herbs, and other crops).** All market members receive occasional specials at the stand, weekly recipes and news from the farm, and invitations to farm events. A market share allows members to choose freely what they take home each week from available market offerings. 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/ 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). 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-1pm, April 14 to November 3, 2018. **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. Each session's card is good for the whole session for which it is purchased—spend as little or as much as you'd like each week. **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?

Yes. Each session's card expires when that session is over (see registration form for session dates). 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 our Community at Blue Moon--we so appreciate your support!



2018 Market Share Registration

Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____

E-mail: _____

Choose your Market Share sessions: cost x # = session total

Early Session: May 5-July 7 \$100 x _____ = \$ _____

Mid Session: July 14-September 8 \$100 x _____ = \$ _____

Late Session: September 15 -November 3 \$100 x _____ = \$ _____

Additional Options

Heavy Duty Canvas Shopping tote* \$16 x _____ = \$ _____
 Large-capacity embroidered tote for
 your weekly trips to the market

Organic Blue Moon baseball cap:* Navy \$12 x _____ = \$ _____

Brown \$12 x _____ = \$ _____

Asparagus to Zucchini Cookbook* \$15 x _____ = \$ _____

Farm Fresh and Fast Cookbook* \$20 x _____ = \$ _____

These cookbooks are projects of the FairShare CSA Coalition—they are fabulous resources that also raise funds for CSA assistance to low-income families

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

Total Due = \$ _____

*These items will be brought to your first market day.
 If you would like them sooner, please contact Kristen.

Payment Options: (1) Enclose a check for full payment or (2) Enclose 2 checks, one with the current date and one dated 6/1/18. Divide your total between the two.

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

**Sign up for 3 sessions
 and receive a \$30 Bonus
 Card and gain access to all
 of our on-farm U-pick
 opportunities!**