



2012 Market Share CSA 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 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. **NEW! Members who sign up for all 3 sessions will receive a \$30 "bonus card" to use anytime during the market season!** 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 they take home each week from available market offerings. Our website (www.bluemooncommunityfarm.com) will offer you a preview each week 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.macsac.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 (www.westsidecommunitymarket.org) at Segoe Rd and University Ave in Madison. The Market runs each Saturday from 7am-1pm, April 21 to November 3. As market shoppers know, shopping early in the day best ensures the most diverse selection. 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 appétit 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—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 information). Unused funds are reallocated to our Assistance Fund to help low income members access CSA shares. *Because the farm relies on your patronage through the purchase of a Market Share, no exceptions will be made to this expiration.*

Sounds Great! How do I sign up?

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



2012 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 registration for your rebate request.

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

Early Session: May 12-July 14 \$100 x _____ = \$ _____

Mid Session: July 21-September 8 \$100 x _____ = \$ _____

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

Sign up for 3 sessions and receive a \$30 Bonus Card to use anytime!

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 _____ = \$ _____

A project of the CSA Coalition, it offered seasonal recipes and storage tips, and raises funds for CSA.

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

Total Due = \$ _____

Payment Options: (1) Enclose a check for full payment or (2) Enclose 2 checks, one with the current date and one dated 6/1/12. 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