



Certified Roadside Farm Market Program Guidelines



Benefits:

- ↵ A 3' X 3' Certified Roadside Farm Market sign
- ↵ Listing in Certified Roadside Farm Market Directory (40,000 + distributed)
- ↵ Participation in the Certified Roadside Farm Market Rewards program
- ↵ Market promotion & advertising through Kentucky Farm Bureau and other state-wide publications (1.9 million circulation)
- ↵ Quarterly newsletter
- ↵ Web presence on Roadside web page
- ↵ Media kits for local advertising
- ↵ Enrichment activities: market tours, conferences, etc.

Requirements:

- ↵ Must be a Kentucky Farm Bureau member
- ↵ Must have a permanent structure for their market
- ↵ Must produce significant portion of products sold
- ↵ Must have quality product at a fair price
- ↵ Have a clean safe market
- ↵ Must support and promote Roadside Market Program
- ↵ Display our Roadside Market sign (once delivered)
- ↵ Display our Roadside Market brochure in their market

If you have any questions or need additional information, then please contact:

Kara Keeton, Commodity Marketing Director
(502) 495-5106
roadside@kyfb.com



**Kentucky Farm Bureau
 Certified Roadside Farm Market Program
 APPLICATION FOR 2009 MEMBERSHIP**



Market Name:		
Market Owner(s):		
Market Street Address:		
Market County:	City:	Zip Code:
Mailing Address (if different):		
	City:	Zip Code:

Market Phone: ()	<input type="checkbox"/>
Owner Phone: ()	<input type="checkbox"/>
Mobile Phone: ()	<input type="checkbox"/>
Fax Number: ()	<input type="checkbox"/>
E-mail Address:	<input type="checkbox"/>
Web Address: http://	<input type="checkbox"/>

Please check the box beside any information that should **NOT** be published in the directory.

What is your preferred method of communications? E-mail Fax Phone Mail

When is the market open?

Month / Season	Days	Hours

Farm raised products offered:

U-pick products available:

Other products offered for sale:

Other services available (restrooms, school tours, pay lake, etc.)

Festivals & Events (attach flyer or list, if necessary):

Date(s)	Event Title	Time

Directions to Your Market (Attach if necessary):

Facility Construction Type: Masonry Frame Open Stand Other : _____

Age of Market: _____ Total Acres Devoted to Commodities for the Market _____

Sales Volume Operator Produced: _____% Sales Volume Kentucky Produced: _____%

For better promotional targeting, please check the most appropriate marketing season(s). We will use this for listing markets in seasonal advertisements:

- Nursery/Greenhouse (March – June) Fruit/Vegetable (June – Sept.) Orchard/Agritourism (Aug. – Nov.) Holiday/Winter (Nov. – Dec.)
- Other: _____

List Regional Newspaper(s) in your area:

Please attach membership fee of \$300 to application, made payable to Kentucky Farm Bureau.

Discounts for early application are as follows:

\$75 off – postmark by 1/16/2009; \$25 off – postmark by 1/31/2009.

Application deadline is 2/15/2009 to guarantee listing in Market Directory.

Signature - Market Operator

Farm Bureau Membership Number

Membership County

Date

Return to: Kara Keeton
Kentucky Farm Bureau Federation
P.O. Box 20700
Louisville, KY 40250-0700