



Dear Illinois Farmers' Market -

The Illinois Department of Agriculture, through grant funding and in cooperation with the Illinois Specialty Growers Association, has created an attractive updated Illinois *Where Fresh Is* logo and branding campaign.

The Illinois *Where Fresh Is* logo is part of a marketing campaign that can be used to help identify and sell Illinois-grown produce at farmers' markets throughout Illinois. This is just one piece of a larger state wide initiative that will be promoting the logo through various media outlets including television, radio, and billboards.

As part of the grant, 100 farmers' markets located in Illinois will be selected across the state through an application process to receive a starter pack of point of sale material including, (1) self standing vertical vinyl banner, 1 roll of 1,000 count product stickers, and 20 vendor signs with the Illinois Where Fresh Is branding logo that must be at your market to identify Illinois fruits and vegetables for consumers.

The 100 farmers' markets selected will receive the items at no cost.

Interested farmers' markets must submit the application to the Illinois Department of Agriculture by February 15, 2013. The selected markets will receive their materials by March 15, 2013.

Farmers' Market Application

Farmers' Market _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Identify your market and its location

Please estimate your weekly customer attendance _____

Please list the types of Illinois grown produce you plan to promote with the branding materials. _____

Please provide a brief summary of how your farmers' market plans to incorporate this branding campaign into your existing promotions?

If selected you must provide the Illinois Dept. of Agriculture with photos of your Illinois Where Fresh Is promotions at your market. Acceptable formats are jpg or pdf. Do you agree? _____

Shipping address where you would like the materials sent (please list a secure location):
