



Advertising Opportunities



About The Farm Fresh Atlas

Since 2002, REAP's Farm Fresh Atlas of Southern Wisconsin has connected consumers to good food throughout the region. Last year, this beloved publication listed over 300 farms, farmers' markets, grocers, restaurants, and other food-related organizations throughout Southern WI. As our community of members grows, so does the demand for our Atlas.

This year, The Farm Fresh Atlas will print a single publication covering all 72 counties, home to 5.9 million people across Wisconsin. There has never been a better way to reach Wisconsin consumers looking for local food.

The Farm Fresh Atlas Connects Consumers to Local Food

- ✓ 80% of listees said the Farm Fresh Atlas increased their profits
- ✓ 94% of surveyed consumers said the Atlas increased their knowledge of where to buy local foods in Wisconsin


Why Advertise?



Atlas Readers Are:

- Curious, connected, and community-minded.
- Passionate about Wisconsin's sustainable local food system.
- Seek out local farms, growers, grocers, marketplaces, restaurants, and businesses
- Influencers who share where to shop, eat, and drink across the state of Wisconsin.

Print Advertising Reach



Print Distribution
50,000 Copies
Expected Views 125,000+
Across All 72 Counties in Wisconsin

**Farm Fresh Atlas Readers know that this is
THE guide to local food in Wisconsin.**

Why Advertise?



Going Above & Beyond

By investing in an advertisement, not only are you getting exposure to Wisconsinites hungry for all things local food, but you are joining a growing community. REAP regularly promotes the Farm Fresh Atlas on www.reapfoodgroup.org, social media pages, and our eNewsletter. You'll also be invited to join us for networking, celebratory, and educational events to support our mission to increase local food consumption throughout Wisconsin.



Additional Reach Opportunities



Web Presence

74,000 Annual Pageviews

Social Media

Facebook - 2,500 Followers

Instagram - 2,800 Followers



Newsletter

REAP Newsletter - 2,500 Subscribers

Farm Fresh Atlas - 530 Subscribers



Ad Options

Exclusive Back Page Ad - Limit One
\$2,700

Full Page
\$2,000

Half Page
\$1,500

Third Page
\$500

Sixth Page
\$200

Join a community of eaters who are passionate about the health of our foodshed.
Your subscription supports your local food system.

CELEBRATE THE BOUNTY WITH
edibleMADISON

Justo Fattoush with Grilled Zucchini
Justo Fattoush is a popular salad in the Middle East, but this version of Fattoush has a modern Wisconsin twist with the addition of grilled zucchini cheese (aka melting it, please!)

INGREDIENTS

- 2 medium zucchinis or summer squash, halved lengthwise
- 1 tablespoon olive oil
- 1 teaspoon kosher salt
- 1 teaspoon black pepper
- 2 pounds Carr Valley Broad Cheese (Dane County or Fattoush cheese)
- 1 large head romaine lettuce, cut into thick ribbons
- 1 medium cucumber, small dice
- 1 small red onion, shredded
- 1 small red onion, shredded
- 1 medium tomato, small dice
- 2 tablespoons chopped parsley
- 2 tablespoons chopped mint
- Ground sumac, to taste

For Dressing

- 2 red hot peppers
- 1 cup toasted walnuts
- 1 cup olive oil
- 2 tablespoons lemon juice
- 2 tablespoons pomegranate molasses (or good quality balsamic vinegar)
- 2 tablespoons maple syrup
- 1 teaspoon cumin
- 1 teaspoon coriander
- Salt to taste
- 2 tablespoons hot oil (or other neutral cooking oil)
- 3 cups sliced portabella mushrooms

DIRECTIONS

- Preheat the grill.
- Season the zucchini or squash halves with olive oil, salt and pepper. Grill cut side down for 3-5 minutes, rotating a quarter turn for grill marks halfway through the grilling time. Flip over on the other side. Let cool and dice into 1/2 inch cubes.
- Grill the Justo cheese with the grill lid closed for 2-3 minutes on each side. Remove from the grill and cut into 1-inch cubes.
- Add the diced zucchini and cheese to a large bowl with the chopped lettuce, cucumber, red onion, cabbage, and fresh herbs.
- To make the dressing, place the red peppers in the grill and char on all sides. Remove from heat, peel, and remove the seeds.
- In a blender, combine the grilled peppers with the remaining dressing ingredients. Process until smooth. Taste and adjust seasoning as desired.
- Add the red pepper dressing to the salad and mix well. Portion the salad into individual bowls and sprinkle with sumac before serving.

Get every issue mailed right to your door!
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Essential recipes from local chefs in every issue and online

Want more recipes to use our CSA harvest? Scan the QR code.

Sweeternative Baking
729 Glenview St., Madison, WI 53711
(608) 886-9713 • sweeternativebaking.com
Gluten Free Baker specializing in cakes, cupcakes and desserts for special occasions. You can find my treats at local coffee shops and cafes, as well as vendor markets during the summer months. I use high-quality gluten free ingredients sourced locally whenever possible, and bake in a dedicated gluten free kitchen.

Café Costa Rica - Mango Man Cooks
120 North Sherman Ave., Madison, WI 53704
(608) 308-1630 • mangomancooks.com
I love creating delicious food so you have fun with it. Mango Man cooks so you don't have to! Mango Man is BACK! Check location description for details on where to find us.

TORTILLERIAS
La Cosecha Tortilla Co.
2425 University Ave., Madison, WI 53706
(608) 371-5754 • lacosechatortillas.com
La Cosecha is a modern tortilleria focused on using the ancient technique of nixtamalization to transform locally and regionally grown corn into a variety of products.

Tortillas Los Angeles
4501 Fernside Dr., Madison, WI 53716
(608) 341-3089 • tortillaslosangeles@gmail.com
We are dedicated to producing traditional and authentic handmade organic corn products. Using locally grown heirloom corn, our Mexican style process includes the use of a volcanic stone grinding machine, artisan corn tortilla press and the best cooking techniques. We provide real, fresh, and delicious tortillas at Dane Co. Farmers' Markets.

Tortilleria Zepeda
304 S. Oak St., Lone Rock, WI 53556
(608) 529-3026 • tortilleriazepeda.com
Locally Sourced. Authentic Tortillas. Our tortillas are made with local, organic and non-GMO corn. We use the pre-hispanic nixtamalization process to produce the most authentic, nutritious, artisan corn tortilla. We sell our tortillas wholesale to numerous restaurants and retail locations. Please let us know to find where our tortillas are being sold.

FOOD TRUCKS
Banzo
2305 Sherman Ave., Madison, WI 53704
(608) 441-2002 • banzomadison.com
Food truck-squealed counter service (with a patio) specializing in falafel and other Mediterranean eats.

GENTLE BREEZE HONEY
107 Hawk Hill
WE LOVE LOCAL
SASSY COW CREAMERY
107 Hawk Hill
metacafé
PICKUP & DELIVERY AVAILABLE AT SNOWMETACAFES.COM

Roth Cheese

THINGS AREN'T MADE THE WAY THEY USED TO BE.
ROTH HAVARTI IS.

Made with milk from local family farms in the same way for more than 70 years. Visit rothcheese.com/locato to find Roth Havarti near you.

Seven Acre Dairy Company
6808 Paoli Rd., Belleville, WI 53508
(608) 450-4523 • sevenacredairy.com
Nested on the banks of the Sugar River in Paoli, Wisconsin and listed on the National Register for historic places, Seven Acre Dairy Company is a lovingly restored dairy farm reimagined as a destination for dairy lovers, modern travelers, and discerning diners.

GROCERS
Bountiful Beloit
150 Wisconsin Ave., Beloit, WI 53511
(608) 300-5689 • bountifulbeloit.com
Farm market selling our own Beloit-grown produce, pottery made in-house, organic grocery staples, local honey, eco-friendly goods and local products. We also offer CSA vegetable subscriptions!

Bushel & Peck's
328 State St., Beloit, WI 53511
(608) 343-3911 • bushelandpecks.com
We make and market artisan, agricultural goods for those who seek high-quality, environmentally sound, handcrafted products. Our preservation kitchen, store and restaurant supports a local economy and connects consumers directly to farmers and crafters and women. Each good we provide shares the story of its artisans, neighbors, tradespeople, and friends.

Cathryn's Market
208 N. Iowa St., Dodgeville, WI 53532
(608) 930-2777 • cathrynsmarket.com
Cathryn's Market is a small retailer/bakery focused on local products including heritage pork, grass fed beef, eggs, produce, and cheese. We also sell prepared foods, bread, baked goods, jam, flower grains and more. We brew and sell local coffee and tea and have a working soda fountain from the 1930s.

Willy Street Co-op
181 City Rd., K. Hollandale, WI 53544
willystreetcoop.com
We're honored to care for this land, these animals, and the people who eat the food we produce. We practice permaculture, aiming for sustainability and regeneration as we try to provide the best lives possible for our heritage bred pigs and chickens. Online ordering, on-farm pickup, and Madison-area delivery available!

Yovela Farms
Dan Cornelius
2402 Oak Lawn Rd., Stoughton, WI 53589
(608) 380-1267 • danielcornelius@gmail.com
Yovela's Farms ("Gentle Breeds" in Onida) grows heirloom Onida corn and other specialty crops as part of a regenerative agricultural system that integrates sustainable livestock and agroforestry including maple sugar production. We also hand-harvest wild rice from northern Wisconsin.

ZanBria Artisan Farms
1923 County Rd. N., Friendship, WI 53934
(920) 698-1958 • garrett@zanbriafarms.com
ZanBria Artisan Farms is a regenerative rich market farm with a wide assortment of heirloom fruits and vegetables. We host a variety of on-farm events such as "Farm to Table", outdoor movie screenings, and personally guided tours.

Yerke Greenhouse Family Farm
Gilbert, Christopher & Abigail Yerke
5712 Wabigoon Frog Alley Rd., Mukwonago, WI 53149
(262) 370-3860 • yerkefamilyfarm@gmail.com
The Yerke Family has been growing plants for 6 generations at our Sausagecentennial farm in the Town of Mukwonago. We grow over 200 varieties of natural-green vegetable and herb plants and designer annual flowers for your gardens.

Young Earth Farm
Shirley Young
W1544 City Rd. CF, Randolph, WI 53956
(608) 842-5120 • farm@youngearthisfarm.com
Young Earth Farm has been growing Certified Organic vegetables for 16 years. Customer comments "Can't wait for Saturday." Last week's produce was phenomenal. "Really liked last week's produce. It was so clean and as always, the quality was stellar. I really appreciated that."

Wonka's Harvest
no-till, people powered
farmers' markets • ycsa • online farmstore

Wonderfarm
Jess Bernstein
8529 Keweenaw Rd., Mount Horeb, WI 53572
(608) 692-5827 • jess@wonderfarm.com
Wonderfarm
We're honored to care for this land, these animals, and the people who eat the food we produce. We practice permaculture, aiming for sustainability and regeneration as we try to provide the best lives possible for our heritage bred pigs and chickens. Online ordering, on-farm pickup, and Madison-area delivery available!

Wonka's Harvest, LLC
Patty Grimmer
181 City Rd., K. Hollandale, WI 53544
willystreetcoop.com
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\$2,700

Full Page - 7.375" x 9.375"
\$2,000

Half Page - 3.5" x 9.375"
\$1,500

Third Page - V- 3.5" x 6.125" H - 7.375" x 2.875"
\$500

Sixth Page - 3.5" x 2.875"
\$200

Deadline: January 31st

Contact:

atlas@reapfoodgroup.org