



Kansas City Food Circle

A Project of Heart of America Action Linkage

P. O. Box 20181

Kansas City, Missouri 64195

Winter 2012

Dear Producer Member:

It's time for us to reinvigorate membership in the Kansas City Food Circle, and we hope you'll see it as the best business and community investment you'll make in 2012. Last year, Kansas City Food Circle membership dues funded more regional exposure to local organic and free-range growers than ever:

- Expo attendance continues to grow. Of the over 2,500 people who attended, most were first-time attendees. The top reason for coming, according to our surveys: "To connect with area farmers and vendors," and 100% said they'd not only return but also recommend it to family and friends.
- Last year, thousands of eaters took home (or read online) our KCFC Producers Directory. In surveys, eater members, the public and community partners called our Directory a "very important" resource for finding local, organic food in Kansas City.
- Our extensive online presence promotes our member growers, events and related information, attracting thousands of visitors – we now have more than 3,200 Facebook readers, helping to produce a solid 24% increase in visitors (and more *re-visits!*) to our website over the past year.
- Our Eater Members and the public told us in surveys that they wanted even more access to local, organic products and even more information on where to find them.
- Those of you who took our farmer member survey told us "eater education on the benefits of eating local, organic" was the top resource that would most help you retain and grow your customer base. Advertising and marketing strategy came in second and third.

We plan to tackle these priorities and more - let us connect you with more new customers and resources through our online media, events and eater education. As a KCFC farmer member, help us to create a more sustainable, self-reliant "food circle" in the Kansas City area.

Here's what we need from you **by Feb. 25, 2012:**

1. A draft entry for our new Directory (current members will receive their 2011 text for revision).*
2. A new, signed farmer's pledge. **Please note significant changes to our pledge.**
3. Your membership dues - we must increase grower dues to \$40 this year to offset expenses.**
4. The attached form completed (with your mapping preferences).*

* Draft entry for the Directory, your Membership Form and Payment may be processed online – please print online receipts and forms and remit them with your Pledge by mail. [Http://KCFoodCircle.org/membership](http://KCFoodCircle.org/membership)

** This is the first increase in dues in over 15 years.

Please accept our deepest gratitude for all your hard work in producing high-quality, safe, healthy, delicious food for the Kansas City area. **Thank you so much for your support! We so appreciate all you do for your community and sustainable agriculture.** If you have any questions about membership or renewal, please **contact Dave Lawrence at 913.620.8427**

Sincerely,

Emily Akins and David Lawrence - Kansas City Food Circle Co-Coordinator



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Yes, sign me up! I want to continue to help create a local, sustainable food system in the Kansas City area as a KCFC producer member.

Full Farm/Family Name _____

Name of Farm/Business _____

MAPS - More eaters are asking for online maps to help find local markets, CSAs, vendors and farms to visit or buy from. We'd like to add you to the new "food" maps we'll be creating to meet this demand. Please tell us how you'd like to be listed. Circle "YES" for each address you'd like mapped and then fill in details, including a **zip code**.* Circle "NO" and leave blank each entry you don't want listed.

YES or NO – Our MAILING ADDRESS

YES or NO – Our FARMSTAND / MARKET ADDRESSES

YES or NO – Other Contact Address(es) / INFO

* **Update this info at any time** by e-mailing KCFoodCircle@GMail.COM
Subject: MAPPING [farm name]

YES! ~ I have enclosed the following items (due by Feb. 25, 2012):

1. **My updated directory listing for the KCFC Directory.*** (Current members' directory listings will be enclosed here for your convenience, or you may look them up online – if possible, please make changes directly to that listing. If you have no changes, simply write "no changes" on the listing. **If you have significant revisions, please e-mail KCFoodCircle@gmail.com with a full draft or use our new online membership sign-up form.** After you submit your pledge, print entry (w/changes) and dues, we'll contact you to confirm your Directory entry and provide you with an opportunity to make other changes before the directory goes to print.)

* Please mention any product certifications you may hold. If you are a meat producer, please include details about how your animals are raised and fed such as "free range" or "pasture raised." Many eaters are very concerned about food quality and humane treatment of animals.

2. **My signed Farmers Pledge(s) for 2012.** If you sell both "Plant and Mushroom" based products *and* "Animal" products, be sure to sign both pledges. Note any exceptions on the given line – exceptions will be reviewed by our Coordinating Committee. **Please note significant changes to our Pledge before signing.**
3. **My check for \$40 for a producer membership.**
Please pay online or make checks payable to **Heart of America Action Linkage**. Note "Food Circle Dues" on memo line. Mail to the Kansas City Food Circle at the address above using the enclosed envelope.
4. **This completed form with mapping preferences.**

Note: If you do not plan to renew, please do us a big favor and return only this form with the line checked below. This will save us a lot of volunteer effort in trying to follow up to ensure you received this material. Thank you!

_____ I do not plan to renew our membership.