



Kansas City Food Circle

A Project of Heart of America Action Linkage

P. O. Box 20181

Kansas City, Missouri 64195

January, 2015

Dear Farmer Member:

It's time, again, for us to extend and expand membership in the Kansas City Food Circle, and we hope you'll see it as the best long-term business and community investment you'll make all year. This year, and in years to come, our organization will honor your hard work and reaffirm our commitment to healthy local food and the growers who produce it:

- Expo attendance continues to grow. Last year was the inaugural year for the Kansas Expo to be held at to Johnson County Community College, and saw more than 1900 visitors in 5 hours. Of the over 2,400 people who attended our Expos in 2013, most were first-time attendees, and (again) 100% said they'd not only return but also recommend it to family and friends.
- Last year we distributed more than 3000 copies of the refreshed KCFC Producers Directory at both Expos and at other regional functions and events.
- We continue to increase our online presence to promote you, our farmer members, and featured farmer's markets, community partnerships, and events on Facebook, Twitter, and Instagram. Now with more than 5,000 social media connections!
- We are making no significant changes to our Pledges this year, but change is coming. Since we first adopted our Growers Pledges, some of our livestock producers have been challenged by a lack of affordable non-GMO feedstock, and that became the main focus of our annual meeting in 2013. We are continuing progress on a 3-year plan to help alleviate local feedstock issues and to move the KC Food Circle toward a GMO-free feedstock standard in 2017. (*you can find our "GMO-Free in 2017" and "Bulk Crop Survey" documents online*)

Let us connect you with more new customers and resources through our social media, events and eater education. Help us now, as a KCFC Member Farmer, to maintain a sustainable, self-reliant "food circle" in the Kansas City area.

To ensure your membership, you need to supply us with:

1. A draft entry for our 2015 Directory.
2. A fresh, signed farmer's pledge.
3. Membership dues are \$40. Add another \$10 for a fully-detailed CSA listing (form enclosed).
4. The attached signup form completed (with your public info and mapping preferences).

Please enclose all forms in the enclosed envelope and 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 or email Membership@KCFoodCircle.org

Sincerely,



Kansas City Food Circle

A Project of Heart of America Action Linkage

P. O. Box 20181

Kansas City, Missouri 64195

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



Kansas City Food Circle

A Project of Heart of America Action Linkage

P. O. Box 20181

Kansas City, Missouri 64195

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 - Eaters and buyers want online maps to help find local markets, CSAs, vendors and farms to visit or buy from. We'd like to add you to the "food" maps we have created 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" or leave blank each entry you don't want listed.

YES or NO – Our MAILING ADDRESS (*KCFC must have this for admin, published or not*) _

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:

1. **My updated directory listing for the KCFC Directory.*** (Current members' directory listings will be enclosed here for your convenience - please make changes directly to that listing or by email. 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.** After you submit all your paperwork, including Pledge(s), we'll edit your 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, GMOs and humane treatment of animals.

2. **My signed Farmers Pledge(s) for 2014.** 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 ***all*** conditions of the Pledges before signing.



Kansas City Food Circle

A Project of Heart of America Action Linkage

P. O. Box 20181

Kansas City, Missouri 64195

3. **My check for \$40 for a producer membership (+ \$10 if you want additional CSA support).**
Please make checks payable to ***Heart of America Action Linkage***. Note “**Food Circle Dues**” on memo line.
Mail to: **Kansas City Food Circle, PO Box 20181, Kansas City, MO 64195**

4. **This completed form with mapping preferences.**

5. **Note:** If you do not plan to renew, please do us a big favor and send us some email, or 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 wish to renew our membership for 2015.

KC Food Circle Member CSA Publicity Form 2014

Farm Name

Main Phone (for publication)

Owner/Family Name(s)

Alt Phone (Private? circle one Y / N)

Full Mailing Address (Private? Circle one Y / N)

Farm Address ("Contact us in advance for farm visits..." Private? Circle one Y / N)

Email

Web Site

CSA Distribution Info: Exact Location(s) for mapping, Times, Other Details

Share Structure: Length of Season, Full Share, Partial Share, Payment Schedules

What can shareholders expect in their share? (Spring Summer Fall)

What makes your farm unique?

The CSA advertising is an additional service for our Farmer Growers. Please add \$10 to your annual fees.

KCFC Pledge criteria apply to all CSA listings.

Send Photos, Links, Details, Changes & Questions to
CSA@KCFoodCircle.org or call Dave at 913-620-8427

Please mail your printed form to us with a check made out to **HAAL or Heart of America Action Linkage*. Please print **KCFC CSA/Farmer Dues** in the memo.

Our mailing address:
KC Food Circle
P.O. Box 20181
Kansas City, MO 64195

** The Heart of America Action Linkage (HAAL) is our non-profit 501(c)(3) parent organization.*