

## Instructions for updating your Farm Direct entry

### Step 1: Review your current listing

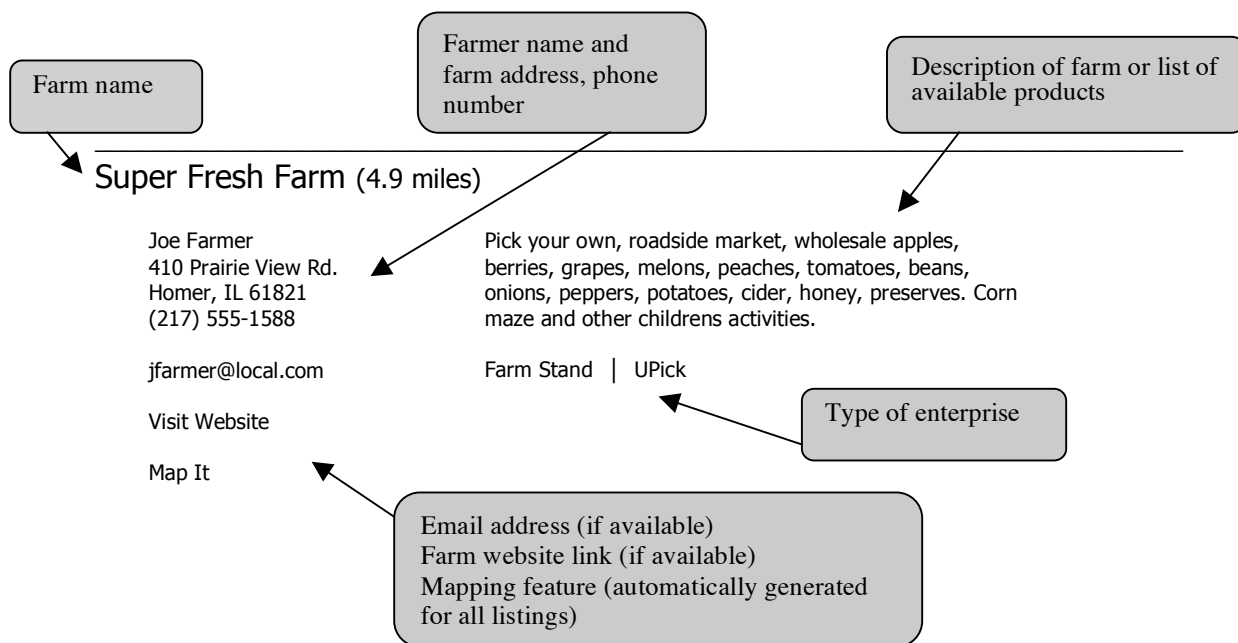
If you are currently listed in Farm Direct, and you have a computer with Internet access, the first thing you should do is go on-line and look up your entry. The web address is <http://www.illinoisfarmdirect.org/>. Use the search feature on the right side of the page to find the listing for your farm.

If everything that appears is correct and you don't want to change anything, mark the box at the top of Section I of the information form that says, "Leave it alone! All my information is correct," and skip down to step 3. If there are changes you desire to make to your entry, proceed to Step 2.

If you don't have a computer or Internet access, please proceed to Step 2.

### Step 2: Fill out Section I of the information form

This is the information that will be seen by those seeking sources for local food on the website. A typical farm listing appears something like this...



Section I of the Information Form deals with the information that appears to visitors of the website. You are asked to provide the following information:

- Farm Name: *This is your farm or business name.*
- Farmer Name(s): *This is your name or the name of the contact person for the farm or business.*
- Farm Address (location): *Not necessarily a mailing address, but the location of the farm or business.*
- Farm Phone Number: *Contact phone number for the farm or business.*

- e) Email Address: *If you have an email address you use for customer contact, list it here on the form.*
- f) Website URL: *If you have a website for the farm or business, list it here on the form.*
- g) Brief description of farm and/or list of available products: *Organic? See the special note below.*
- h) Type of enterprise: *Circle all that apply.*

**Special note to organic producers...**

The term “organic” is now a legal term, its use and definition strictly determined by the USDA. According to USDA’s National Organic Program guidelines organic food is produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones and fed organic feed. Organic food is produced without using most conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge; bioengineering (GMO’s); or ionizing radiation. Government-approved certifiers inspect farms where organic food is grown to make sure the farmer is following all the rules. Companies that handle or process organic food before it gets to your local supermarket or restaurant must be certified too.

Using the term “USDA certified organic,” “certified organic” or even “organic” implies a certification of these specific practices, verified by a third party inspector. We are making every effort to insure that Farm Direct is clear and accurate, so we are taking extra steps to insure the term “USDA certified organic,” if used, is used properly. Farms can also be in transition and can be described as “in transition to organic.”

**We ask that you do not use any of these terms – “USDA Certified Organic,” “Certified Organic” or “Organic” -- in your farm description unless you are indeed certified organic, or qualify for the \$5,000 exemption.**

USDA Rule on \$5,000 exemption

A production or handling operation that sells agricultural products as "organic" but whose gross agricultural income from organic sales totals \$5,000 or less annually is exempt from certification, and from submitting an organic system plan for acceptance or approval under § 205.201. Even so, the producer must comply with the applicable organic production and handling requirements of subpart C of this part and the labeling requirements of § 205.310. The products from such operations shall not be used as ingredients identified as organic in processed products produced by another handling operation.

If you sell \$5,000 or less of a product that you are producing organically, you can call it “Organic” without being certified, but you cannot label it as “USDA Certified Organic,” or “Certified Organic.”

**Step 3: Fill out Section II of the information form**

Section II is survey information to help us stay in contact with you, and also track some trends in the state regarding what's available in the direct-purchase market and how effective Farm Direct is at helping producers. **The information in Section II will not be made public.**

**Step 4: Consider making a donation to Farm Direct**

We will include your farm or business information in the Farm Direct website for free. We want to include as many farmers in the directory as possible and don't want cost to be a hindrance to anybody selling directly to consumers. At the same time, it takes resources to keep this service up and running. If you think Farm Direct is a good thing and would like to make a small contribution to help cover some of the expenses, we would encourage you to include a check for \$10, \$25 or even \$50. Please make your check out to *University of Illinois*.

**Step 5: Mail the completed Information Forms back to Farm Direct**

Once you have both Sections I and II of the Information Form completed, fold and insert the forms (three pages) and your donation check into the pre-addressed, postage-paid envelop and drop it in the mail by **April 1**.

If you've misplaced the envelope we provided, please mail the completed Information Form to...

Dan Anderson  
W-503 Turner Hall, MC-047  
1102 S. Goodwin Ave.  
Urbana, IL 61801

**Have any questions?**

If you have any questions regarding Farm Direct, this letter or the Information Form, contact Dan Anderson at [aslan@uiuc.edu](mailto:aslan@uiuc.edu) or 217/333-1588.

## 2006 Farm Direct Farm Info Update Form

### **Section I**

This section of the form covers the information that will appear on your website listing. Please fill it out as you would like the information to appear on the Farm Direct website.

**“Leave it alone! All my information is correct.”**  
(If you’ve checked this box, skip down to Section II.)

**Farm name:** \_\_\_\_\_

**Farmer name(s):** \_\_\_\_\_

**Farm address (location):** \_\_\_\_\_

**County:** \_\_\_\_\_ **City:** \_\_\_\_\_, IL **Zip:** \_\_\_\_\_

**Farm phone number:** \_\_\_\_\_

**Email address (if available):** \_\_\_\_\_

**Website URL (if available):** \_\_\_\_\_

**Brief description of farm and/or list of available products:**

Check this box if you are USDA Certified Organic

**Type of enterprise (circle all that apply):**

CSA      Farmstand      Upick      Farmers Market  
Winery      Butcher/Locker      Mail Order or Web Sales      Other \_\_\_\_\_

**Your hours, days, and seasons of operation**

Now please proceed to Section II of the information form...

## **Section II**

This section will provide us with information to help use stay in contact with you and also track some trends in the state regarding what's available and how it's being marketed and how Farm Direct can be improved.

### **1. Contact Info:**

Name of farm or business

Owner Name

Mailing Address

City

State

Zip Code

Phone

Fax

Cell

Email

**2. Are you a...**    Producer    Processor    Retailer    (Circle all that apply)

**3. Cities and counties in which you sell food...**

**4. Percentage of your direct sales by category** (rough estimates are fine)

\_\_\_\_\_ CSA  
\_\_\_\_\_ Farmstand  
\_\_\_\_\_ U-pick  
\_\_\_\_\_ Farmers markets, Where? \_\_\_\_\_  
\_\_\_\_\_ Direct to retailers  
\_\_\_\_\_ Restaurants  
\_\_\_\_\_ Other \_\_\_\_\_

**5. If you are certified organic, please let us know which USDA accredited certifying agency has certified you.**

Certifying Organization \_\_\_\_\_

**6. Your products and number of acres supporting direct sales for each**

Acres or other estimates of space. Space can also be greenhouse space, aquaculture facilities, number of hives, etc.

\_\_\_\_\_meat

\_\_\_\_\_poultry

\_\_\_\_\_eggs

\_\_\_\_\_fish

\_\_\_\_\_dairy products

\_\_\_\_\_fruit

\_\_\_\_\_vegetables

\_\_\_\_\_honey

\_\_\_\_\_herbs

\_\_\_\_\_grain

\_\_\_\_\_other

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**8. Did Farm-Direct increase your sales in 2005? (circle one)**

Yes    No    Don't Know

**9. If yes, can you estimate by how much?**

\_\_\_\_\_ % increase    \_\_\_\_\_ Number of additional customers

**10. Do you think you sold more than \$50 worth of product that could be attributed to the effect of Farm-Direct? (circle one)**

Yes    No    Don't Know.

**11. What aspects of Farm-Direct did you like or not like?**

**12. What improvements would you like to see in Farm-Direct in the future?**

**13. Are you interested in learning about selling your products in Chicago?**

Yes! Tell me more.

No. I'm not interested.