



Neighborhood Co-op Grocery Farm crawl

It's that time of year again that Neighborhood Co-op Grocery hosts our annual Farm Crawl fundraiser! The Co-op has worked with local farmers and producers in Southern Illinois for many years to build up our local food economy. We feel it is important to educate and connect our customers with our local food sources. We are currently taking applications for participation of the crawl. The following information explains how the event works and how you can help.

About the Farm Crawl

Farm crawls (also called farm tours) are one of the most enjoyable and effective forms of agritourism because they immediately engage community members with local growers. Farmers have a chance to share the history of their farm and community members get to learn not only about the crops and livestock raised there, but also the unique ups and downs that each farmer has gone through. It makes a difference when you know the story behind your food! This kind of interaction is tremendously effective at conveying not only the delights of local food but also the importance of supporting a local food economy.

How it works

This year's Farm Crawl will be held on **Saturday, September 14 and Sunday, September 15 from 1 – 6 pm** each day. You can participate on one or both days. Customers have to buy a car pass to participate; it's 20 dollars a carload. This entitles them access to all the participating farms for the two days!

Why do we charge? This allows us to recover some of our costs to promote the event as well as donate a portion of the proceeds as a fundraiser. This year the Neighborhood Co-op Farm Crawl is partnering with Food Works to support their great work in building our local food economy.

Note: Though we know there are challenges, we encourage you to do both days as patrons will have to pick and choose which farms to visit. Farms that participate both day tend to have more traffic to their farms.

We need you!

We are looking for farms that would be interested in participating in this event! We hope that you feel the same about educating our customers and will join us in this fun event that helps raise awareness of local food production here in Southern Illinois. Here is what you can expect when you join the Farm Crawl:

- Each farm will have a detailed listing in a professionally printed booklet that explains what your farm has to offer, location, and contact information.
- Each farm will be promoted on social media.
- We will be highlighting farms on our website at www.neighborhood.coop.
- Event advertising in paper ads, radio, and TV (if available)
- There will be in-store promotions. If you currently sell products in our store, we will have signage by your products indicating you are participating.
- Fliers and social media art will be provided for you so that you can promote the event as well.
- Volunteers to help out at your farms during event if you wish to have them.
- Signage to direct participants to your farm.

What we need from you

To make this Farm Crawl successful, we are looking for farms that are able to have tours of their property or provide some kind of educational session or demonstration. You will need to have staff or volunteers that can talk about your processes and answer questions. Sampling of products, demonstrations, and product sales are encouraged. We want this to be a family friendly event, please consider having activities that children can enjoy.

Your commitment is important!

By agreeing to participate, the Co-op is committed to promoting your farm and this event. There are costs we incur to create and purchase promotional materials as well as a self-guided booklet that each customer gets when purchasing a car pass. We are unable to change or delete your farm once these pieces are printed. This means we can not adequately inform customers of changes to our program, unless you have some extreme unforeseen circumstance. Therefore it is important for you to consider any issue that might arise that could prevent you from being able to participate.

Things to note:

There is no cost associated with participation in the Farm Crawl, however costs incurred by you to prep your farm, provide sampling and other materials is your responsibility.

Though the Co-op has event liability insurance, you should have your own liability insurance that would cover any injuries that may happen on your property.

If you are interested in participating in the Co-op Farm Crawl, please fill out a form online at www.neighborhood.coop/farm-crawl.

OR pick up a printed form at the Co-op and mail/drop off at:

Attn: Amy Dion
Neighborhood Co-op Grocery
1815 W. Main St.
Carbondale, IL 62901

If you have any questions, please contact:

Amy Dion
618/529-3533
amy@neighborhood.coop

Save the Date!
Saturday, Sept 14 and Sunday, Sept 15
From 1 – 6 pm



Neighborhood Co-op Grocery
1815 West Main St, Carbondale
Open Daily 7am-10pm • 618.529.3533
www.neighborhood.coop