



P.O. Box 20939  
Cheyenne, WY 82003

13 April 2009

Dear Farmers' Market Advocate,

The Wyoming Farmer's Marketing Association is pleased to announce that it is a partner in the Buy Fresh, Buy Local Campaign. The WFMA, as a regional affiliate of the Rocky Mountain Farmers Union, is excited to bring this campaign to Wyoming, Colorado, and New Mexico. The Buy Fresh, Buy Local Campaign is a project of FoodRoutes Network (FRN), a national non-profit organization that provides strategic communications and evaluation tools and information for sustainable farming and local food systems advocates. Their numerous programs include the [foodroutes.org](http://foodroutes.org) web site, national polling research, message development, "Buy local" campaign development, and implementation strategies for state and local food system policies funded by the Farm Bill.

The WFMA views the Buy Fresh, Buy Local campaign as an opportunity to link Wyoming farmers' markets, producers, and other local agriculture operations. It is also an ideal vehicle to reach out to consumers with a consistent message and a nationally recognizable logo. Enclosed is a user agreement for the campaign. Partner organizations must sign and abide by this user agreement, in addition to paying the annual user fee of \$30.00 to the WFMA to access the promotional logos. **Please submit the signed user agreement and your check for \$30.00 to:**

Wyoming Farmers Marketing Association  
PO Box 20939  
Cheyenne, WY 82003

I hope you will join the campaign and help the WFMA achieve its goals of facilitating joint marketing strategies for members, encouraging direct marketing of Wyoming agricultural products, and educating consumers about the benefits of local foods. Should you have any questions, please contact me at (307) 674-6446, ext. 3509 or via e-mail at [rking@sheridan.edu](mailto:rking@sheridan.edu).

Sincerely,

*Renée King*

Renée King  
President  
Wyoming Farmers' Market Association  
Buy Fresh, Buy Local Committee Chair

*"Committed to promoting Wyoming Farmer's markets and local food producers  
through education, advocacy and networking."*