

SAMPLE LETTER

February 9, 2010

Mr. Jeff Henkels
Director of Food and Beverage
The Sheraton
706 John Nolen Drive
Madison, WI 53713

Dear Jeff,

We are the proud owners of Ruby Red Farm, a third generation family farm located in the fertile prairies of Cross Plains, just 15 miles from downtown Madison. We are writing to offer you and your customers fresh, delicious, locally grown produce at an affordable price.

[INSERT YOUR FARM/FAMILY/PRODUCT INFORMATION HERE]

On our farm, we grow over 40 varieties of fruits and vegetables including staples like tomatoes, carrots, onions, and potatoes as well as specialty seasonal items such as asparagus, pumpkins, and berries. In the last five years, we have been selling to restaurants in our region and have developed a great reputation for our service and high quality produce. Our summer berries are especially popular! Our wide variety of produce, as well as our delivery service, makes us a convenient choice for buying local.

Why should you consider buying local? Consumers are demanding it. Locally grown produce was named a top 10 trend in the National Restaurant Association's "Chef Survey: What's Hot in 2009." Buying local is also good for the environment and the regional economy. For every \$1 spent locally, \$4 re-circulates in the Wisconsin economy.

We will give you a call next week to check in, set up a meeting if you are interested in discussing this opportunity further, and answer any questions you might have. In the meantime, please don't hesitate to contact us directly at redwingfarm@aol.com or (608) 222-1111. Thank you in advance for your consideration. We look forward to speaking with you.

Sincerely,

Fred and Frances Nelson
Red Wing Farm
County Road Q
Cross Plains, WI 53528