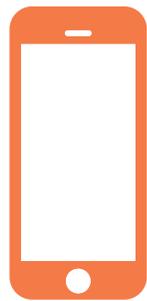
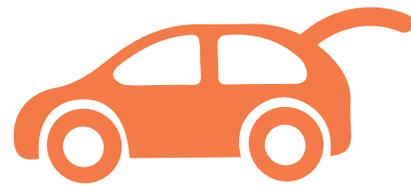


Wednesday Local Food Pick Ups

On Wednesdays thru November 4, 2020, we will host Local Food Pick Ups at Willow Island at the Alliant Energy Center. We designed the pick ups so that we are safely and efficiently connecting as many DCFM farmers and food producers with as many customers as we can during the COVID-19 pandemic. The basic gist of the pick ups?



Patrons pre-order via our WhatsGood online farmers' market store.



During the pick-up, patrons drive-thru and our farmers place your orders in your vehicles.

Pick Up Basics

Read below for important details about the Wednesday pick ups. In order to give our farmers time to harvest and prepare, the online store will close 24 to 36 hours prior to the Pick Up. The store may close earlier due to high customer order volumes.

	Wednesday Afternoon
Location	Willow Island
Hours of Pick Up	3 - 6 pm
Online store opens	Sunday at 10 am
Online store closes	Tuesday at Noon

How to pre-order for the pick up!

- ☒ **Create an account on WhatsGood.** Download the WhatsGood app or create an account at sourcewhatsgood.com. You must create an account to be able to browse our vendors.
- ☒ **Find the Dane County Farmers' Market WED PM online store under 'Markets' once you are logged in.** Click 'Start Shopping from this Market' and select your pick up date. (Note you can browse products, but you cannot purchase outside the store hours).
- ☒ **Add your desired items to your cart and check out for all your vendors with 1 transaction!** You will be prompted to add your payment information (for a credit or debit card) to pay for your order. You do not have to bring any payment to the pick up.
- ☒ **Note there is a fee!** Transforming our model of business is not without costs. When you checkout using our WhatsGood online store, you will pay a 'Food System Fee' of 5% + 30 cents per order. That's \$5.30 fee on a \$100 order or \$1.55 fee on a \$25 order. Consider it similar to the cost of having your groceries delivered, shipped, or ready for curbside pick-up. This fee supports our use of the online platform. The DCFM does not receive any of it.
- ☒ **Look out for the receipt in your inbox.** (If you don't receive one - double check to make sure you spelled your email correctly in your account!) You can always check out your order history by navigating to 'Orders' in both the WhatsGood app and on sourcewhatsgood.com.
- ☒ **Get prepared for your pick up - see below!**

SNAP/Food Share at the Local Food Pick Ups

SNAP is the federal food assistance program that provides nutrition benefits to supplement the food budgets of families in need. **SNAP/EBT participants, read below for how to use your QUEST cards at the Wednesday Local Food Pick Ups!**

- ☒ **Create an account on WhatsGood.**
- ☒ **Email info@dcfm.org with the first name, last name, and email associated with your WhatsGood account and let us know that you are a SNAP/EBT customer.** We then let WhatsGood know to label your account as a SNAP customer.
- ☒ Follow the instructions above for adding products to your cart. Note: you must only select 'Pay Later with SNAP' at checkout for SNAP eligible products. You must add a credit card or debit card number to your payment methods and pay that way for non-SNAP eligible items via a separate transaction. SNAP eligible products include: all edible products including fruits, vegetables,

meats, cheeses, eggs, bakery goods, preserved goods (like jams, salsas), and plants that bear edible items. Non-SNAP eligible items include cut flowers, soaps, hemp products, and yarn. You must pay for these items with another payment via WhatsGood.

- ☒ **Get prepared for your pick up (see below for details).** When you arrive to the Pick Up, you will drive up to the starred EBT booth (shown on map) and swipe your card for the balance of your orders. Drive thru the pick up to pick up your orders as described below.

How to pick up your orders!

- ☒ **Make sure you can access your receipt or order summary** when you're at the pick up by printing it or by having the app handy on your phone or mobile device.
- ☒ **Make a sign** to post in your vehicle's window with your first name, last name, and the farms you ordered from.
- ☒ **We have assigned pick up time slots based on the FIRST letter of your FIRST name. We also have a designated pick-up time for bicyclists and pedestrian pre-orders to enhance safety. The time slots for the pick up are below:**

	Wednesday Afternoon
Pick up by First Letter of First Name	A thru C: 3 - 3:30 pm D thru I: 3:30 - 4 pm J thru K: 4 - 4:30 pm L thru M: 4:30 - 5 pm N thru Z: 5 - 5:30 pm Bicyclists/pedestrians: 5:30 - 6 pm

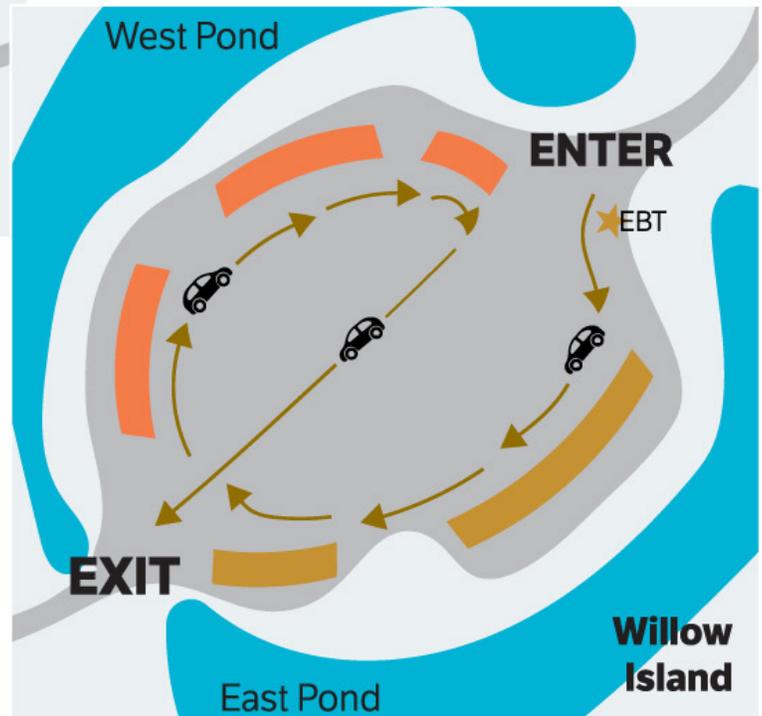
- ☒ **Navigate to Olin Avenue and then Expo Way (see map below) to enter the pick up area.** Do not enter the address of Alliant Energy Center into your GPS to get directions to the pick up, as the entire Alliant Energy Center complex has the exact same address and it will give you incorrect directions!
- ☒ **Before you enter the pick up area, pop your trunk or roll down a back window** so our farmers can place your order in your vehicle without touching your vehicle.
- ☒ **Drive thru the pick up and our farmers will place your orders in your vehicle.**

- ☒ **Pass on the right** to skip ahead to the farms you ordered from to keep traffic moving!



Dane County Farmers' Market

Local Food Pick Ups
at the Alliant Energy Center



- ★ EBT
- DCFM vendors - 1st section
- DCFM vendors - 2nd section
- ↑ Patron pick up lane (Please pass on the right!)

Tips for ordering

- **Find out what's Super Fresh and what vendors you'll find in the store by subscribing to our DCFM e-news!** Click [here](#) to subscribe and you'll receive our weekly e-news Sunday morning.
- **Stock up!** We encourage you to think of your trip to the DCFM Local Food Pick Up as your weekly grocery trip. You will find fresh veggies, hyper-local meats, farm-fresh eggs, delicious bakery items, bread, and so much more.
- **Look out for new vendors each week.** We are trying to provide vending opportunities to as many farmers as we can. Look out for new faces and new farms in the online store every week.