FARMERS MARKET
SPECIAL EVENT—IDEAS

Remember— the only limitation on ideas is your imagination.

Organizations to contact for events at your market:
Along with the following list of suggested groups (which is just a “short” list), keep your eyes and ears open for suggestions!

Grade School, Middle School and High School Bands
Band Booster Clubs
Drama/Mime Groups
Jr. College/College bands
Local musicians, musical groups
Disc jockeys
Art groups/local art councils
Cub Scouts
Girl Scouts
Boy Scouts
Eagle Scouts
Camp Fire Girl & Boys
Horizon Club
Big Brother/Big Sister
YMCA/YWCA
Tae Kwondo Groups/Martial Arts Academy
Local sports groups (Little League, Soccer, Football, T-ball, etc.)
Dance and Gymnastics groups
Master Gardeners
Men’s Garden Club
Women’s Garden Club
Quilting Group—display/demonstration
Weavers Guild
Pork Producers
Egg Producers
Turkey Federation
Beef Producers
Corn Producers
Soy Bean Producers
Fruit & Vegetable Growers Assn.
Dairy Council
Department of Natural Resources
County Conversation Board
Farm Service Agency
Animal Rescue League, or City Pound, County Animal Shelter
Zoo
County Extension Office
FFA, 4-H
American Heart Association
American Cancer Society
American Lung Association
American Dental Association
Hospital—(Nutrition or Dietary Dept.)
American Ophthalmology Assoc.
American Podiatry Assoc.
Medical School or Local Clinic
Fire Department
Police Department
Schools
Church groups, choirs
Chefs/Restaurants
Radio/TV stations
Armed Forces (Coast Guard, Army, Navy, Air Force, Marines, ROTC, Jr. ROTC)
Veterans Groups
Community Economic Development groups
Chamber of Commerce
Resource, Conservation, and Development (RC&D)
County Extension Office
Kiwanis
Rotary
Lions Club
Local Farmers Federation
Community Church and/or Church Coalition
City or a department within the City
The following is a very limited list of event suggestions.
How you make them into your own event is up to your creativity!

Celebrate Opening Day, Middle of the Season Day, Last Market Day, etc.
Celebrate a Vegetable or Fruit Day (e.g. Broccoli Day, Strawberry Day, etc.)
Market Birthday/Anniversary—host a birthday/anniversary party for your market
Cooking Demonstrations
Arts & Crafts Day—Christmas in July
Essays/Photo/Drawn Pictures—tie in with any type of promotion
Recycling Collection Point
Eyeglass Collection Site for the Lions Clubs
Food Drive
Clothing Drive
Kids’ Parade
Unusual/ugly vegetable contest
Coupon “cents off” for a particular featured vegetable at that day’s market
Market Bucks
Market Basket giveaway
Produce tasting

Scrambled Egg Breakfast; Afternoon Market Cookies/Coffee
Chili Breakfast
Spaghetti Breakfast
Popcorn giveaway
Agri-sculpture, Play with Your Food—art forms made from vegetables/fruits
Children’s Produce Tractor Pull
Hands-on Art Affair—play and craft time for children
Collection for a mission or homeless shelter
Cucumber/zucchini races
Family Picnic Day—July
Free plant giveaway
Cooking demonstration
Ice Cream Social
Contests—pie eating, seed spitting
Bicycle Safety Day, Bicycle Rodeo
Pep rally for football game
End or beginning site of an organized 5K, 10K race or fun-walk

National Days/Weeks/Months Observances during a Market Season
The following pages are lists of nationally declared days, weeks, or months celebrated during the months of a typical market season (May–October). Any of these could be an event/celebration at your market. Make your market THE place in your community for informative activities and events during the market season.

Information taken from Chase’s Calendar of Events, an annual publication (you can check your local library reference desk), also see: http://www.butlerwebs.com/holidays

Examples: You’ve selected National Healthy Vision Month (May) as an event. Contact your local Lions Club and ask them to come to the market and provide a collection box for used eyeglasses—and allow them to promote their organization. Be sure to put out press releases—also do signage at your market prior to the event to remind people to bring their unused eyeglasses. OR May 25 is National Tap Dance Day—get a local dance studio to come and perform!

MAY NATIONAL DAYS/WEEKS/MONTHS OF NOTE
National Beef Month
National Barbecue Month
National Egg Month
National Hamburger Month
National Clean Air Month

National Bike Month
National Older Americans Month
National Physical Fitness & Sports Month
National Strawberry Month
National Salad Month
National Asparagus Month
National Book Month
Eat Dessert First Month
National Salsa Month
National Tennis Month
National Military Appreciation Month
National Historic Preservation Month
Mother’s Day (second Sunday)
Armed Forces Day (21st)
National Tap Dance Day (25th)
Memorial Day (the last Monday)
National Police Week (third week)
National Tourism Week (second week)
National Safe Boating Week (fourth week)
National Emergency Medical Services (EMS) week (third week)
(May is filled with health awareness campaigns. These are just a few. You might think about having a health fair or health information table at your market).
National Osteoporosis Prevention Month
Better Sleep Month
National Mental Health Month
National Allergy/Asthma Awareness Month
National Women’s Health Care Month
National Arthritis Month
National Correct Posture Month
Healthy Vision Month
Better Hearing & Speech Month

**JUNE NATIONAL DAYS/WEEKS/MONTHS OF NOTE**
National Dairy Month
National Safety Month
National Turkey Lover’s Month
National Perennial Gardening Month
National Zoo & Aquarium Month
National Fresh Fruits & Vegetables Month
National Accordion Awareness Month
National Rose Month
National Adopt a Shelter Cat
National Rivers Month
Summer Solstice (21st)
Flag Day (14th)
Father’s Day (third Sunday)
National Yoyo Day (10th)
National Little League Baseball Week (third week)

**JULY NATIONAL DAYS/WEEKS/MONTHS OF NOTE**
Anti-Boredom Month
National Ice Cream Month
National Baked Bean Month
National Hot Dog Month
National Picnic Month
National Recreation & Parks Month
National Culinary Arts Month
Independence Day (4th)
National Farrier’s Week (third week)

**AUGUST NATIONAL DAYS/WEEKS/MONTHS OF NOTICE**
National Farmers’ Market Week (second week)
National Inventor’s Month
National Back to School Month
National Peach Month
National Immunization Awareness Month
National Smile Day (first Monday)
National Mustard Day (6th)
National Sisters Day (7th)
Herbert Hoover Day (Sunday nearest Aug 10th)
National Clown Week (first week)
National Simplify Your Life Week (first week)

**SEPTEMBER NATIONAL DAYS/WEEKS/MONTHS OF NOTE**
National Piano Month
National Library Card Sign-Up Month
National Chicken Month
National Honey Month
National 5-A-Day Month
National Cholesterol Month
National Potato Month
National Rice Month
National Organic Harvest Month
National Sewing Month
Prostate Cancer Awareness Month
Ovarian Cancer Awareness Month
National Hispanic Heritage (Sept 15–Oct 15)
Deaf Awareness Week (third week)
National Farm & Ranch Safety & Health Week (third week)
Labor Day (first Monday)
National Grandparent Day (first Sunday after Labor Day)
First Day of Autumn (22nd)
Talk Like a Pirate Day (19th)
**OCTOBER NATIONAL DAYS/WEEKS/MONTHS OF NOTE**

- National Pork Month
- National Apple Month
- National Fire Prevention Month
- National Breast Cancer Awareness Month
- National Adopt a Shelter Dog Month
- National Dental Hygiene Month
- National Popcorn Month
- National Cookie Month
- National Roller Skating Month
- National Eat Better—Eat Together Month
- National Lupus Awareness Month
- National Animal Safety & Protection Month
- National Stamp Collecting Month
- National Crime Prevention Month

**PRODUCE TYPICALLY AVAILABLE AT MARKETS—Create a promotion around these:**

**EARLY–MID MAY TO MID–LATE MAY**

- Bell Pepper
- Blueberries
- Cabbage
- Cucumbers
- Eggplant
- Greens
- Peaches
- Peas
- Potatoes
- Snap Beans
- Squash
- Tomatoes

**EARLY–MID JUNE TO MID–LATE JUNE**

- Bell Peppers
- Blueberries
- Cabbage
- Cantaloupe
- Cucumbers
- Eggplant
- Greens
- Green Beans
- Lima Beans
- Onions (Green)
- Peaches
- Peas
- Potatoes
- Okra
- Snap Beans

**EARLY–MID JULY TO MID–LATE JULY**

- Squash
- Sweet Corn
- Sweet Potatoes
- Tomatoes
- Watermelon

**National Chili Month**

- National White Cane Safety Day (15th)
- National Children’s Day (9th)
- World Smile Day (7th)
- Columbus Day (12th)
- National Grouch Day (15th)
- World Food Day (16th)
- United Nations Day (24th)
- Make a Difference Day (22nd)
- Halloween (31st)
- National Chemistry Week (third week)
- National Forest Products Week (third week)
- National School Bus Safety Week (third week)
- National Massage Therapy Week (last week)
### EARLY–MID AUGUST TO MID–LATE AUGUST
- Apples
- Bell Peppers
- Blueberries
- Cantaloupe
- Cucumbers
- Eggplant
- Green Beans
- Greens
- Lima Beans
- Okra
- Onions (dry)
- Peaches
- Peas
- Potatoes
- Squash
- Sweet Corn
- Sweet Potatoes
- Tomatoes
- Watermelon
- Winter Squash

### EARLY–MID SEPTEMBER TO MID–LATE SEPTEMBER
- Apples
- Bell Peppers
- Cabbage
- Cantaloupe
- Cucumbers
- Eggplant
- Green Beans
- Greens
- Lima Beans
- Okra
- Onions (dry)
- Peaches
- Peas
- Pumpkins
- Squash
- Sweet Corn
- Sweet Potatoes
- Tomatoes
- Turnips
- Watermelon
- Winter Squash

### EARLY–MID OCTOBER TO MID–LATE OCTOBER
- Apples
- Bell Peppers
- Cabbage
- Cucumbers
- Greens
- Lima Beans
- Okra
- Onions (dry)
- Peas
- Pumpkins
- Rutabaga
- Sweet Potatoes
- Tomatoes
- Turnips
- Winter Squash