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 Chili Month
National Apple Month  National White Cane Safety Day (15th)
National Fire Prevention Month  National Children’s Day (9th)
National Breast Cancer Awareness Month  World Smile Day (7th)
National Adopt a Shelter Dog Month  Columbus Day (12th)
National Dental Hygiene Month  National Groucho Day (15th)
National Popcorn Month  World Food Day (16th)
National Cookie Month  United Nations Day (24th)
National Roller Skating Month  Make a Difference Day (22nd)
National Eat Better—Eat Together Month  Halloween (31st)
National Lupus Awareness Month  National Chemistry Week (third week)
National Animal Safety & Protection Month  National Forest Products Week (third week)
National Stamp Collecting Month  National School Bus Safety Week (third week)
National Crime Prevention Month  National Massage Therapy Week (last week)

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

EARLY–MID MAY TO MID–LATE MAY
Bell Pepper  Squash
Blueberries  Sweet Corn
Cabbage Sweet Potatoes
Cucumbers  Tomatoes
Eggplant  Watermelon
Greens
Peaches
Peaches
Peas
Peas
Peaches
Peaches
Potatoes
Potatoes
Snap Beans
Snap Beans
Snap Beans
Snap Beans

EARLY–MID JUNE TO MID–LATE JUNE
Apples
Bell Peppers
Blueberries
Cabbage
Cantaloupe
Cucumbers
Eggplant
Eggplant
Greens
Greens
Lima Beans
Okra
Onions (Green)
Onions (Green)
Peas
Peas
Peaches
Peaches
Potatoes
Potatoes
Sweet Corn
Sweet Corn
Sweet Potatoes
Sweet Potatoes
Tomatoes
Tomatoes
Watermelon
Watermelon
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