

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!

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| Celebrate Opening Day, Middle of the Season Day, Last Market Day, etc. | Scrambled Egg Breakfast; Afternoon Market Cookies/Coffee |
| Celebrate a Vegetable or Fruit Day (e.g. Broccoli Day, Strawberry Day, etc.) | Chili Breakfast |
| Market Birthday/Anniversary—host a birthday/anniversary party for your market | Spaghetti Breakfast |
| Cooking Demonstrations | Popcorn giveaway |
| Arts & Crafts Day—Christmas in July | Agri-sculpture, Play with Your Food—art forms made from vegetables/fruits |
| Essays/Photo/Drawn Pictures —tie in with any type of promotion | Children’s Produce Tractor Pull |
| Recycling Collection Point | Hands-on Art Affair—play and craft time for children |
| Eye-glass Collection Site for the Lions Clubs | Collection for a mission or homeless shelter |
| Food Drive | Cucumber/zucchini races |
| Clothing Drive | Family Picnic Day—July |
| Kids’ Parade | Free plant giveaway |
| Unusual/ugly vegetable contest | Cooking demonstration |
| Coupon “cents off” for a particular featured vegetable at that day’s market | Ice Cream Social |
| Market Bucks | Contests—pie eating, seed spitting |
| Market Basket giveaway | Bicycle Safety Day, Bicycle Rodeo |
| Produce tasting | 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

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|--------------------------|--|
| National Beef Month | National Bike Month |
| National Barbecue Month | National Older Americans Month |
| National Egg Month | National Physical Fitness & Sports Month |
| National Hamburger Month | National Strawberry Month |
| National Clean Air 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

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)

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

Squash
Sweet Corn
Sweet Potatoes
Tomatoes
Watermelon

EARLY–MID JULY TO MID–LATE JULY

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

Apples
Bell Peppers
Blueberries
Cabbage
Cantaloupe
Cucumbers
Eggplant
Green Beans
Greens
Lima Beans
Okra
Onions (Green)
Peaches
Peas
Potatoes
Squash
Sweet Corn
Sweet Potatoes
Tomatoes
Watermelon

**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