



Checklist and Timeline | Farmers Markets

Getting Started

Steps to Get Started

- Identify Your HOM Team:** Communicate with farmers market team members (board of directors, managers, community outreach volunteers) that the market will be participating in the HOM program.
- Review Expectations:**
 - Ensure your market has vendors that can provide HOM items for purchase to customers.
 - Incorporate HOM into existing communications (example: newsletters, social media, etc.).
 - Display promotional materials.
 - Participate in evaluation.
- Register your Market** for participation. The HOM program is **free**, and you receive all the promotional and educational materials needed for no cost, if grant funding allows for mailing of physical materials. All materials are also available for FREE online at mtharvestofthemonth.org. **Please note:** The HOM program does **NOT** provide food for meals, so you must be able to make those purchases.
- Complete and submit the **Beginning of the Year Report** 30 days after signing up.
- Review resources** on the *HOM Website* watch the *Harvest of the Month for Farmers Markets Video* with your HOM team, and review the *HOM calendar*.
 - Using the HOM Calendar, begin planning which HOM items will be showcased at the market each week.
 - Begin planning any HOM related activities, such as cooking demonstrations, kid's activities.
 - Communicate with county sanitarians to ensure your cooking or sampling demonstrations follow state and county regulations.
 - Using the Vendor Outreach Email, communicate with your vendors that your market will be participating in HOM this market season and that it will be an item on the agenda at your upcoming pre-season farmers market meeting.
- Spread the Word!**
 - Let staff, customers, clients, and community members know that your facility is participating by sending out the *Participation Letter* found on the *HOM Website* or write your own.

Dig Deeper

Get more information, register, or download resources:

mtharvestofthemonth.org

- ❑ Begin Promotion of the HOM program through social media and newsletters to generate excitement amongst the market's core shoppers.
- ❑ Hold Farmers Market Pre-Season Meeting and share about HOM program and answer vendor questions.
- ❑ Share HOM at Farmers Market Training Video with vendors.
- ❑ Share the monthly *Newsletter Content* documents with the person responsible for marketing at your business.
- ❑ Review the **Monthly Checklist** for ideas and reminders to implement HOM throughout the year.

Monthly Checklist

- ❑ **Distribute materials** to appropriate team members each month, which will help remind team members to spread the word. All materials are available on the *HOM Online Portal*.
 - ❑ *Posters* should be distributed to appropriate team members that can be responsible for displaying them in visible locations each month.
 - ❑ *Harvest at Home* materials should be distributed to participating partners for consumer education. Where appropriate, *Classroom and Cafeteria Bites* materials may be distributed to educators and food service professionals if you are partnering with them.
- ❑ If appropriate, **serve HOM item** at least once per week as a sample, taste test, and/or provide as a retail option.
 - ❑ Distribute *Food Tracking Sheets* to vendors.
- ❑ **Promote the program before each market** using social media, newsletters, announcements, websites, etc.
 - ❑ Use #MTHarvestoftheMonth on social media sites. Take pictures and *share success stories* about your HOM activities and meals by submitting your story at: <http://www.montana.edu/mtfarmtoschool/connect/share-story.html>.
 - ❑ Incorporate HOM newsletter content into existing mailings or emails. Newsletter content can be found on the *HOM Online Portal* under a selected harvest item's content.
 - ❑ Find creative ways to distribute the *Harvest at Home* materials.
- ❑ **Track results** each month.
 - ❑ Record HOM food served or sold using the optional *Food Tracking Sheet*
- ❑ **Complete evaluation** (contingent on grant funding requirements)

All materials and guides are available on the HOM Website

Use #MTHarvestoftheMonth on social media sites.