



## Farmers Market Vendors

# HOM Tipsheet

### What is Harvest of the Month (HOM)?

The Montana Harvest of the Month (HOM) program showcases Montana grown foods in Montana schools, institutions, and communities, and now farmers markets! HOM is a wonderful way to encourage customers to purchase and try different, Montana-grown foods through nutrition education because it provides an easy framework to follow and ready-to-use materials.

### How can it work for you?

Vendors that grow specialty crops can use the tools and outreach materials to showcase their products in collaboration with the farmers markets you are selling at! See the graphic below of Harvest of the Month crops. Do you see your products?



Apples



Winter Squash



Summer Squash



Potatoes



Herbs



Leafy Greens



Carrots



Brassicas



Beets



Kale



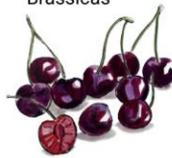
Bison



Dairy



Grains



Cherries



Chickpeas



Beef



Lentils

Once you know which Montana Harvest of the Months foods you can feature, you can start to think about how to use the program to promote your products at farmers markets. A few ideas include:

- ❑ Working with your market to coordinate a calendar of featured products during the months the market is operational.
- ❑ Reviewing the resources for each HOM product at [www.mtharvestofthemonth.org](http://www.mtharvestofthemonth.org).
- ❑ If you market through social media, promote your product and recipes the week of in collaboration with the market manager.
- ❑ Bring plenty of products and if allowed, provide samples and recipes.

## Social Media Post Examples

The following is just one example of a social media graphic and related content that is available for each HOM item, found at [www.mtharvestofthemonth.com](http://www.mtharvestofthemonth.com). Feel free to use these free resources or develop your own using the graphics and your own photos of HOM products.



For More Ideas and examples check out the following Social Media Accounts:

Montana Farm to School: [Instagram](#)

Vermont Harvest of the Month: [Instagram](#)

## Resources for your Market Table

Work with your farmers market manager to find which resources will work best for your market display. Check with your market manager to see if there is available funding to buy and promote some of your products for market events, such as taste tests or cooking demonstrations.

**HOM Farmers Market Passport** – This passport is a customizable activity resource to encourage shoppers to return to the market each week a HOM item will be featured.

**HOM Farmers Market Seasonality Calendar** – An at-a-glance resource to see when HOM items are typically available at Montana Farmers Markets. The calendar can be used to help plan out market HOM activities or printed and shared with customers.

**Promotion Newsletter + Social Media Content** – Copy and paste verbiage into newsletters, social media posts, and more.

**Posters** – are available in 18" x 24" and 11" x 17". Smaller sizes can be printed by downloading the 11" x 17" poster, press "print" and select "fit to page." The poster will fit on an 8.5" x 11" piece of paper. Posters can be displayed, mounted on an easel in a market aisle, provided in a swag bag, or sent to customers electronically.

**Logos** – HOM logos for use on signs, social media, newsletters, etc.

**Illustrations** – The same beautiful illustrations from the posters that can be used for menus, signs, announcements, social media, etc.

**Table Tents** – These include fun facts and information about HOM food. These could be displayed at the market information booth or vendor booths.

**Recipe Cards** – 5"x7" recipe cards with recipes sized for 6 servings. Printable (2-up) versions available. These can be printed and distributed by vendors when customers buy the HOM item or displayed at the farmers market information booth.

**Shelf Tags** – Great for use in the retail setting or you can use them to price your HOM product!

## Daily Market Tips:

- ✓ Group your HOM products together to make a more impactful display.
- ✓ Use laminated shelf tags to elevate and price your HOM product.
- ✓ Consider samples! If you do samples work with your market manager. Some county health departments have guidelines for samples.
- ✓ Take a picture and post on social media- remember to tag your market.
- ✓ Get familiar with the farmers market passport and have a stamp for participants.
- ✓ This is a fantastic opportunity for customers to learn how to cook with your products. For each HOM product, hand out a recipe card – or let the customer choose from a stack. This can be helpful if you have a busy market stand.
- ✓ Before the market note how many HOM products you brought to the market and inventory what is left. Communicate this information with your Market Manager who is tracking the total amount of HOM products purchased at your market.



Winter Squash Display at Butte Winter Market



Beef Samples at Helena Food Share