



RUNNING EVENTS AT YOUR FARMERS MARKET

Farmers' markets are the best place to buy fresh seasonal food – celebrate this by creating special displays and events to reflect the seasons.

As part of this guide we have included a calendar of events with monthly ideas that you could use. This is not an exhaustive list. You may have other local or regional events.



Also see:
[Events Calendar](#) ►

Many of the national events attract a good deal of press attention and often national organisers provide useful information packs. Some of the more local contacts, such as Regional Food Groups, will also have information on regional or county based food events and festivals.

Get stallholders involved in events. Make sure their displays reflect your theme. For example if you plan to focus on Valentine's Day, ask all the stall holders to wear something pink or red or heart shaped. Encourage them to theme their own stalls.

Focusing on seasonal events will help to keep the appearance of the market fresh and vibrant and add interest for customers. Running events is a great way of attracting new customers as well as making sure that your existing customers come to the market regularly. Remember, to make the most of this you will need to publicise your special events as widely as you can through flyers and by sending out press releases.

Be theatrical

All markets have an element of theatre – that's part of what makes them different to the supermarket shopping experience. If you have space, invite musicians to play and school choirs to sing. During school holidays run special events for children. For example, have a clown or a face painter at your market or run a pumpkin or sunflower growing contest and invite children to plant and then come back to see which has grown the largest.



Tastings

Use tasters to tempt. Encourage your stallholders to do this and organise some things yourself too. Walk through the town with samples, or around the market – put two products from the market together, such as sausages and mustard or cheese and chutney. Or think about having a chef demo now and then. Get the chef to walk the market to select ingredients and make sure there's a blackboard listing what's cooking and which stalls the ingredients came from. Maybe even write up recipe cards to take away. Tie in with seasonal events – run a competition on apple day for the best apple sauce.

These are just a few of the ideas you could try. Don't be afraid to be creative.



Disclaimer

The information and advice and guidance on this site is provided in good faith, and is for general purposes only, and any reliance you place on such information is therefore at your own risk. Weather conditions and seasonality may impact availability of produce and stall holder attendance at markets, and so we cannot guarantee the accuracy of all information.

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