



FIELD TO SCHOOL

SCHOOL FARMERS MARKET PLANNER RESOURCE

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What is a farmers market?



- A normal market in a town or village sells lots of different things. Can you think of some things that you might buy in a market?
- Why is a farmers market different to a normal market? What might be sold at a farmers market?

You are going to run a farmers market at your school



**Successful markets need to be planned
and there are lots of jobs to do.....**

But they are great fun!



At your market you will be able to.....



.... meet local food producers

.....and try new types of food



We are going to help you get producers for your first market



What produce do you think we might sell at your first market?

Do you know anyone who might like a stall at your market?



You are going to have your own market stall.
What might you sell?



Cakes and biscuits are always popular!



What could you sell if your market was held near Christmas?



Things to think about when preparing your stall



How many of each thing will you make? You have to make sure you don't run out as soon as the doors open and the customers come in. Where will you keep extra stock?



How will customers get their produce home? Will you provide bags? Will you decorate your packaging?

Refreshments



- Customers enjoy sitting down for a cup of tea when they have done some shopping. When they have had a drink they often go back and do some more shopping which is good for the market.
- Could your school provide a drink.....and maybe even a biscuit or cake?



Make sure there are clear signs showing people where to go and how much things cost.



Can you think of anything else that you could offer that could make your market interesting?



- Apple peeling for 10p per apple.
- Selling plants grown from seed.
- Carol singing at Christmas
- Having a raffle.



How can you make sure lots of people come to your market?



How many different ways can you think of to let people know about your market?



Make sure that any publicity that you do is eye catching and exciting. People will always look at and remember things that are bright, exciting and fun.

Good publicity will ensure lots of people come to the farmers market



Most markets are very busy! Make sure you are ready for the rush.



On the day of the market.



- When the producers arrive at your school they will have lots of things to unload from their vans. They will need to know where their table is. How can you make sure this all goes smoothly?



Collecting money from the producers.



- The producers are going to pay you (the school) £5.00 to be able to sell things at your market. When will it be best to collect the money?
- Who will collect the money and where will it be stored?



Collecting money from customers



- How much money do you think you will need to have on your stall at the beginning of the market.
- Why will you need this money?
- How will you keep your money safe?



Completing a questionnaire.



- Asking the customers what they liked about the market and if there is anything you could do to improve it.
- Ask the producers if they are happy with the market and would they come again.

