



**FIELD  
TO SCHOOL**

**SCHOOL FARMER'S MARKETS  
PROJECT INTRODUCTION**

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# FIELD TO SCHOOL

## Aim

- To identify how to set up and maintain sustainable school farmers' markets

## Objective

By the end of the PowerPoint, all participants will have:

- considered what is involved in setting up a school farmers' market





# FIELD TO SCHOOL

## WHAT IS A FARMERS' MARKET?

- Real farmers' markets held in school halls
- Organised by the school and its pupils
- Parents and the local community are welcome
- Held for 2 hours around home time
- Local food producers are invited to attend
- Income for the school is raised from school stalls - sales of grown vegetables, cooking, tea / coffee etc.





# FIELD TO SCHOOL

## WHAT ARE THE BENEFITS OF A FARMERS' MARKET?

A School Farmers' Market has a range of benefits for:

- The School
- The community
- Local food producers





# FIELD TO SCHOOL

## WHAT ARE THE BENEFITS OF A FARMERS' MARKET?

### The School

- Raises awareness of where food comes from
- Schools can raise money by charging stall fees and selling produce
- Children can develop transferrable skills such as team working and communication





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## WHAT ARE THE BENEFITS OF A FARMERS' MARKET?

### The community

- The school can be a hub for local community get together
- School markets can bring people together through food - a shared cultural activity
- Provides opportunities for parents to get more closely involved with the school





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## WHAT ARE THE BENEFITS OF A FARMERS' MARKET?

### Local food producers

- Allows small-scale, start up businesses to trial their products
- Producers can meet customers and talk to them face-to-face
- School markets are usually a cheaper option for producers and also take up less time





# FIELD TO SCHOOL

## THE EIGHT WEEK TIMELINE

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Start of Project	Planning	Growing	Finding Farmers	Promoting	Preparing for the day	Cooking	Market Day





# FIELD TO SCHOOL

## WEEK 1 – START OF PROJECT

*Week one is the start of your school's journey to market. This is the time to introduce the concept of a farmers' market to colleagues and the children and discuss when and where yours will be run.*

- Book a market date into the school diary.
- Hold a project launch session with a group of pupils (e.g. the school council or eco-club).
- Hold a meeting with staff to explain the project.





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## WEEK 2 – PLANNING

*Week two is the time to start planning the main stages of preparation as you work towards your market. Come up with ideas of things to make, grow and cook; as well as putting together a timeline of activities.*

- Think of a theme for the market (Easter, harvest) and work with pupils to plan what they can grow and cook to sell on their stall.
- Delegate job roles for pupils (market manager, marketing team, finance officer).
- Think about floor plans for siting producers and refreshments. How many can you fit in the hall/playground and where will they park?
- Involve other staff (school cook, lunch supervisors, premises staff, senior staff & governors) in meetings / classroom activities.





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## WEEK 3 – GROWING

*Week three is the time to think about growing produce for the market. Start by planting quick and easy things such as herbs or micro-salads. You can also make sow and grow kits to sell on a stall at the market. If you have a longer term growing plan already established, you can coincide your market date with when most of your produce will be ready to sell.*

- Start to plant produce in the school grounds / window boxes in preparation for the market.
- Consider your growing times and make sure the produce will be ready to harvest in time for your market.
- Set up a compost heap to recycle any garden waste.





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## WEEK 4 – FINDING FARMERS

*Week four is the time to think about the journey that food takes before it reaches the market and our tables. There may be opportunities to visit a local farmers' market or farm and to invite producers to have a stall at your market.*

- Work with pupils to source and book local producers for the market.
- Consider a visit to a local farmers' market and take groups to meet real producers and to learn about local food and understand what their event will look like. Use this as a chance to recruit more stallholders.
- Speak to local farmers to arrange a farm visit for the children to see the full production cycle.





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## WEEK 5 – PROMOTING

*Week five is the time to think about how you might promote your market. Discuss how you can best promote your market and what constitutes an eye catching poster.*

- Hold a school assembly to raise awareness of the market.
- Consider how to attract customers and where to promote the event.
- Start to design and distribute leaflets and posters.
- Put an article in the school newsletter to communicate with parents.
- Contact the local paper and radio stations with a press release.





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## WEEK 6 – PREPARING

*Week six is time to get creative and start preparing all of those resources you will need on market day. Start to create your posters and flyers, as well putting together a floor plan for market day.*

- Put together banners, name badges, signs and questionnaires
- Start to create a display in the hall detailing your work towards the market





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## WEEK 7 – COOKING

*Week seven is the time to prepare all of the fresh produce that you will be selling at your market. Start harvesting your vegetables and dig out some healthy recipes to help you get creative in the kitchen.*

- Harvest any suitable vegetables you have grown in the school
- Gather together your ingredients, equipment and packaging for your produce
- Organise some school cooking sessions to prepare the produce
- Maybe parents could help with this?





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## WEEK 8 – MARKET DAY

*Week eight is what it's all about! Your market is upon you, so get those last minute preparations done, allocate job roles for the day and have fun.*

- Allocate roles for pupils to run the school stalls
- Help the producers with their stalls
- Collect the stall fees
- Help with the teas and coffees and undertake questionnaires for feedback
- Perhaps invite parents to join you for lunch on the day
- Using your funds, start planning for your next market, farm visit, cooking and growing





# FIELD TO SCHOOL

## LINKING TO THE CURRICULUM

For example:

**Geography** - developing knowledge about their locality:

Visit a local farmers' market to find producers – learn about local area and what is grown/produced

**Computing** – collecting information

Research local farmers/producers in the area

**Maths** – weighing; profit; money handling etc.

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