



INFORMATION SHEET

Description of past LFM Events and Promotions

PRE-SEASON

Booth at Earth Day (Lex. Global Warming Action Coalition sponsored event in April)
The LFM set up a table with a lot of information and a Raffle. The Raffle prizes we offered were: A day on the farm for 4 people; T-shirts for family (limit 4); Organic Plant with \$30 LFM coupon book; Free admittance for 2 to children's educational programs offered at the market in June; local chef (and LFM volunteer) shop and prepare meal with LFM ingredients during market season. *The purpose of this event was to get our market out there and making a presence in the community, especially for an environmentally oriented event such as Earth Day. The raffle was a way of drawing people in. We had a tent up and staffed for the entire event with people available with information about the market, etc. In addition to general pre-season exposure, the booth gave us a chance to gather email addresses for our mailing list through the raffle.*

Booth at Discovery Day (Lexington Town "Center Committee" event in May)
People go to Discovery Day looking for "freebies"; One of our farmers donated carrots which we gave away along with generic farmers market coloring books. We also sold t-shirts, etc. *This was another way to get our name and market out there in the community.*

SCHEDULED "DAYS" DURING THE SEASON:

Gardening Day (June)

We wanted to provide something interesting and fun at the market early in the season, when the selection of vegetables and fruit is limited. "Gardening Day" appealed to those who might be starting their own gardens or looking for alternatives while they wait for the vegetables to come in. At the market on "Gardening Day", our vendor selling goat cheese brought a "kid" to the market and elementary school children who had been growing tomatoes in a greenhouse – sold them at the market; Also garden club members and vendors gave talks and tips on various gardening topics: growing perennial seeds outdoors; harvesting herbs for optimal flavor, etc. A local custom florist shared tips on flower arranging. Our Market Manager's Tent offered complimentary tea, coffee and cake (donated by volunteers.)

(OVER)

Tomato Festival (August/September)

We've had three successful "Tomato Fest" events. The trick is working with farmers to anticipate when they will have tomatoes, especially their heirloom tomatoes. Once we can firm up the date, we invite town selectmen along with other market volunteers to be assigned to a farmer/vendor booth and interact with shoppers, offering samples and generally "talking up" the tomato. We served gazpacho and tomato juice with tabasco at the Market Manager's tent. It's a fun event for all, especially on a nice day.

Bike to Market Day (September)

With help from the town Bike Committee we offered a \$2 LFM coupon to the first 50 people who rode to the market. (Someone donated the money to cover the cost). We set up an area

for shoppers to park their bikes and we arranged with a local bike store to be at the market to tune up bikes, and give a discount on panniers to haul their market goods home...

“What’s for Dinner?” (September)

This event has been extremely successful for vendors. In brief, shoppers pick up recipes at the market manager’s tent that have specific ingredients that can be purchased at the Market. The recipe indicates which specific vendor has the product. In addition, there is a “color-coding” on the recipe (e.g., green for vegetable, yellow for cheese) and balloons of that color are attached each of the vendors’ tents. Challenges to this event are developing/copyrighting the recipes and having a good variety of recipes that include every vendor *who has the item in season!*

Eat in Act Out: Sponsored by the Food Project (July/August)

This event is organized annually by The Food Project and gives teens a project that is mostly already organized. For anyone starting a market, and not having a lot of time, they are very well organized, give you a lot of help and support and are nice people to work with. They have a very detailed curriculum that will help the adult advisor through the steps needed to lead. The food project helps write press releases, and posts info for you on their site, and blog. The result is a one-day event at the market run by teens to raise awareness about the importance of eating locally grown food.

The “Dinner Party Project” in association with “Spoons across America”

This event was not run by the Lexington Farmers’ Market, but by a volunteer who wanted to tie in the LFM to a national organization, Spoons Across America, dedicated to educating children about healthy eating. This unique event attracted NBC’s Today Show, who came and filmed at the market. While this event might not be able to be duplicated at other markets, it is a great example of the value of seeking out and tying into other organizations that might value from a connection to a farmers’ market.