Upper Valley Farmers’ Market Collaborative

Six Ideas for Connecting Your Farmers’ Markets with the Community School

1. Contact the school, explain what the market offers for town families, and ask the school how the market can partner with them to meet the school’s educational and community goals. If you don’t have a contact at the school, start with the Principal, the Wellness Committee, and/or the nurse’s office.

2. Call the school office to ask if you can bring flyers that promote the market and the family-friendly activities that will take place at the market, and place the flyers in backpacks, on a billboard, or at a school event.

3. Have a table, contribution, or activity at big school gatherings such as fundraisers, performances, celebrations.

4. If the school does an e-newsletter, learn if you can send the school a digital version of the market schedule to insert in the school newsletter.

5. Try to build relationships between the school and your market vendors. Over the winter, connect local farmers that will be at the market to the school. See if farmers could come in and talk about their farm and bring in some of their products for a taste test or cooking demo.

6. Do you have POP Club at your market? Arrange with the school to explain POP and do a little hands-on activity. This works really well at the end of the school year. You might be able to hand out POP Club information for children to take home.

7. On market days during the school year, arrange to put a sign near of the school to remind families that the market is happening. Once summer hits, see if you can move the sign over to other town locations where families spend the summer, such as a pool or recreation center.

8. Survey the farms that participate in the market and see if any are interested in having field trips of students visit their farm. Communicate to the school the list of farms interested in having visitors. If funds allow offer a stipend to farmers that are willing to participate.