



HOSTING AN  
IN-SCHOOL

# FARMERS MARKET

A partnership between  
Healthy Harvest of North Iowa  
and  
Riceville Community School  
District

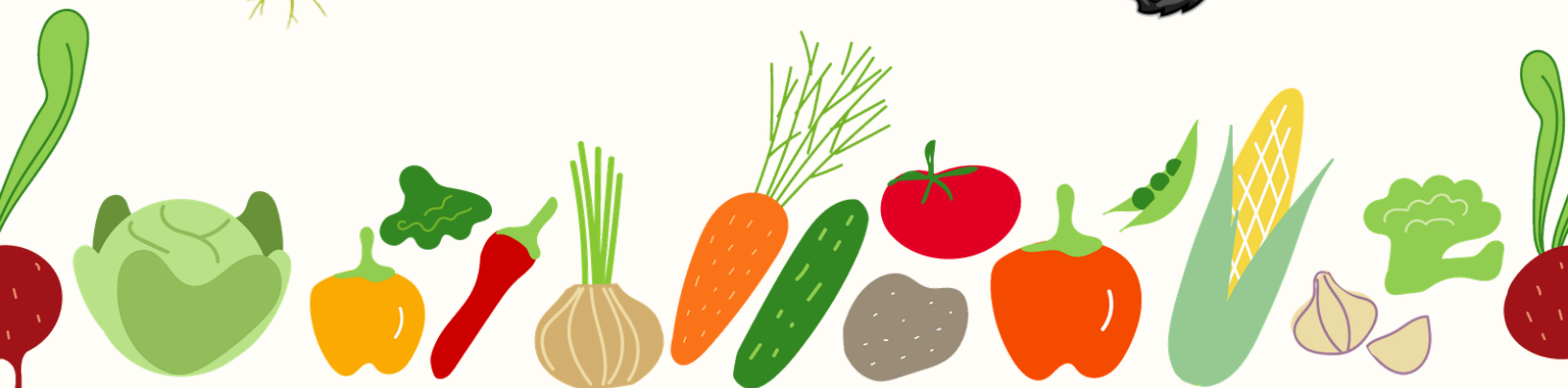


HEALTHY  
HARVEST  
of North Iowa

## Acknowledgements

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This toolkit is a collaboration between Healthy Harvest of North Iowa and Riceville Community School District. Special thanks to Marie Morud, Farm to School Coordinator with HHNI and Nancy Eastman, Food Service Supervisor with Riceville CSD for their hard work on this project. Nancy's initial desire to host an in-school farmers market in 2024 led to the production of this amazing resource!



Welcome!

Bringing a farmers market to your school is a powerful way to connect students, families, and the wider community with fresh, local food while fostering hands-on learning about nutrition and sustainable agriculture. An in-school farmers market transforms healthy eating from an abstract idea into a real, exciting experience—one that empowers students to make informed food choices, supports local farmers, and builds a culture of wellness that extends beyond the classroom.

This toolkit is designed to guide schools through every step of planning and hosting a successful farmers market. Whether you're a teacher, administrator, food service director, or parent volunteer, you'll find practical tips and inspiring examples to help you bring your market to life.

By the end of this toolkit, your school will have the tools, confidence, and community connections needed to launch a farmers market that nourishes both bodies and minds—creating a lasting impact on health, education, and local agriculture.



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Planning an in-school farmers market is a great project - especially for connecting students with local food and producers. Here are the first, most important steps when planning your event, followed by a condensed checklist.

## 1. Clarify the purpose and audience

- 🥕 Start by being clear on the “why,” because this guides every decision
  - Is the goal nutrition education, community engagement, fundraising, supporting local farmers, or all four?
  - Who is it for: students only, families, staff, or the wider community?
  - Will students use real money, vouchers, or classroom currency?
  
- 💡 Having a simple purpose statement helps when talking to administrators and partners!




## 2. Get school approval and identify a point person

 Before planning details:

- Talk with school administration to get buy-in and permission.
- Identify a school contact (teacher, food service director, or administrator) who can help with logistics and communication.
- Ask about district policies around food sales, visitors, and cash handling. This step prevents surprises later.


## 3. Choose a rough format and timing.

-  You don't need all the details yet - just the basics:
- One-day event or recurring (monthly/seasonal)?
  - During the school day, after school, or tied to an existing event?
  - Indoors or outdoors?
  - How long will it run?

 Keep it small and manageable for the first market!



## 4. Identify local farmers or food producers

 Start outreach early.

- Look for small-scale, local farmers, gardeners, or producers who enjoy education and community engagement.
- Share the purpose and audience clearly so they know what to expect.
- Ask about availability, product types, and pricing flexibility for a school setting.

 Many farmers are excited to participate when the mission is clear!

## 5. Think through student experience

 Ask:

- How will students interact with vendors?
- Will there be tastings, demos, or lessons tied to the market?
- Do students need support with budgeting, asking questions, or making choices?

 This is where the market becomes more than just shopping!



## 6. Do a quick logistics check

 At a high level, confirm:

- Spaces (tables, power, handwashing if needed)
- Payment method (cash, tickets, vouchers)
- Basic food safety expectations
- Volunteer needs (staff, students, families)

 You don't need perfection - just feasibility!

## 7. Start simple communication

 Let key groups know early:

- Teachers and staff
- Families (save-the-date)
- Community partners

 Early awareness builds excitement and support!



## Purpose & Goals

- Define the main goal (education, access to local food, community connection, fundraising, etc.)
- Identify the audience (students, families, staff, community)
- Decide how students will “shop” (cash, tickets, vouchers, classroom currency)

## School Approval & Team

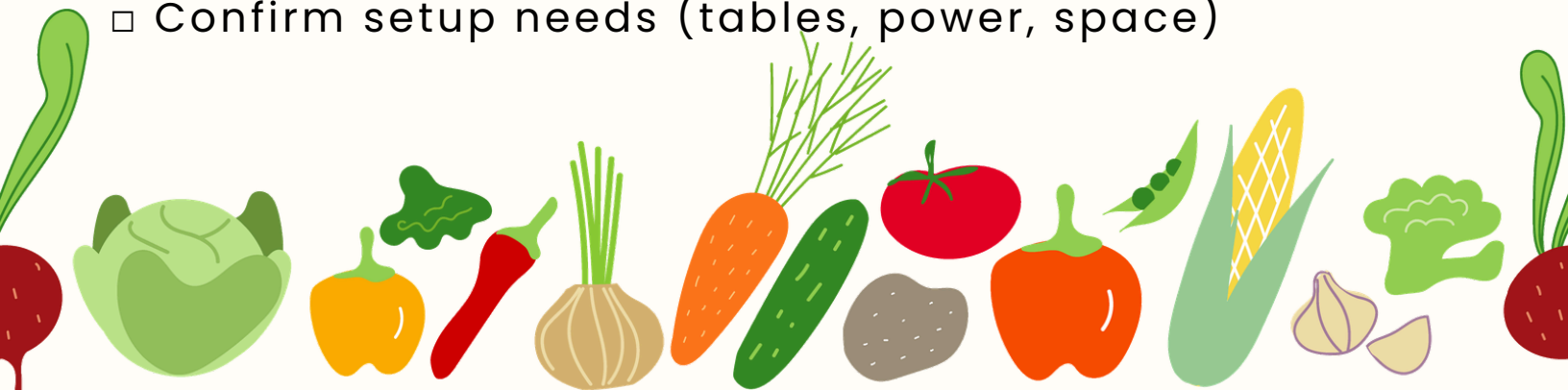
- Get approval from school administration
- Identify a school point person
- Review district policies (food sales, visitors, cash handling)
- Identify staff or volunteers to support the event

## Market Format & Timing

- Choose event type (one-day or recurring)
- Select date(s) and time
- Choose location (indoors or outdoors)
- Confirm length of market

## Farmers & Food Producers

- Identify local, small-scale farmers or producers
- Share event purpose and student audience
- Confirm availability and participation
- Discuss products, pricing, and quantities
- Confirm setup needs (tables, power, space)



## Student Experience & Education

- ❑ Decide how students will rotate through the market
- ❑ Plan simple lessons or activities (budgeting, asking questions, tasting)
- ❑ Prepare students ahead of time (what a farmers market is, how to interact)
- ❑ Identify opportunities for student leadership or roles

## Logistics & Supplies

- ❑ Tables, chairs, and signage
- ❑ Payment system (cash box, tokens, vouchers)
- ❑ Food safety needs (handwashing, gloves, tasting supplies if applicable)
- ❑ Trash, recycling, and cleanup plan

## Communication & Promotion

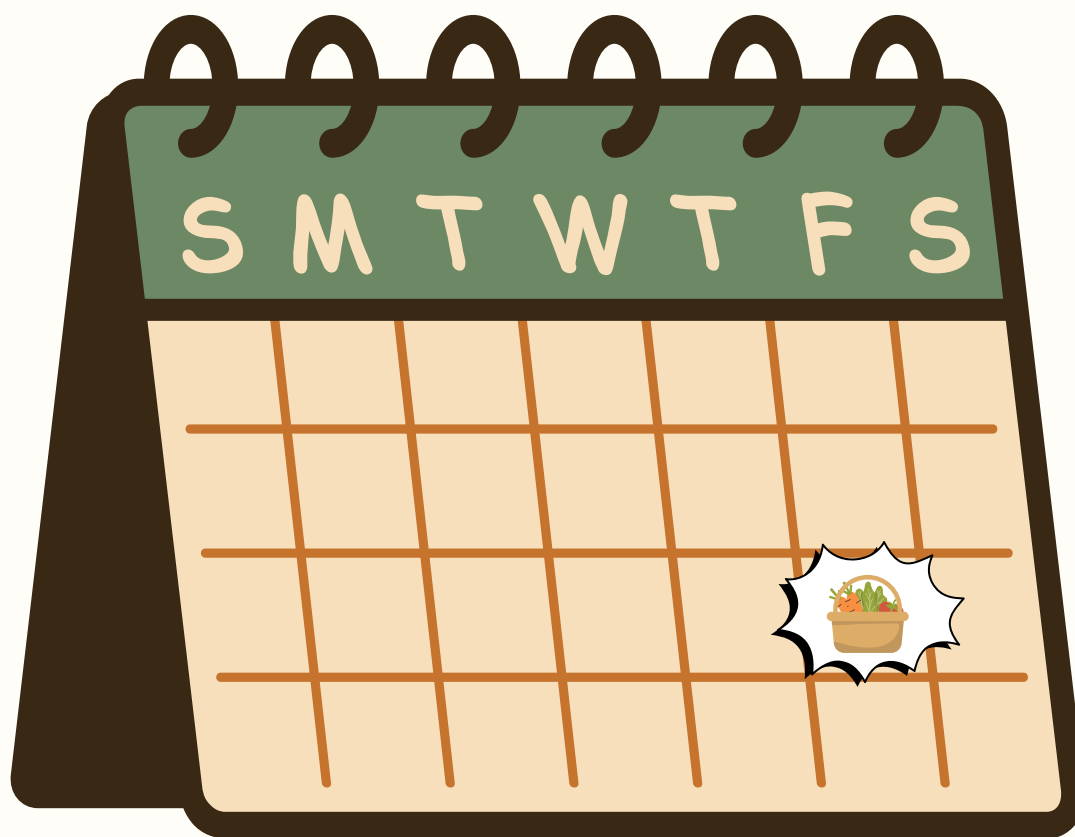
- ❑ Notify teachers and staff
- ❑ Share information with families (flyer, email, newsletter)
- ❑ Coordinate arrival and dismissal procedures if needed
- ❑ Create simple signage for the market






The following pages offer a sample timeline you can adapt for most in-school farmers markets. It's written with small-scale, local producers and school capacity in mind, and works well for a one-day market event.


Keep in mind that since you are working with small-scale producers, giving them as much advance notice possible is helpful to accommodate the unique needs of their operations.




## 4-6 Months Before

-  Planning & Approval
  - Select date, time, and location
  - Secure school administrator approval
  - Identify school lead and partners
  - Confirm goals and audience

## 3-4 Months Before

-  Farmers & Space
  - Invite and confirm local farmers/producers
  - Determine number of tables/booths
  - Plan student flow and basic layout

## 6-8 Weeks Before

-  Promotion & Learning
  - Share save-the-date with staff and teachers
  - Prepare simple classroom connections
  - Promote to students (posters, announcements)



## 3-4 Weeks Before

### Logistics

- Coordinate with food service and custodial staff
- Confirm equipment (tables, signage, handwashing)

## 2 Weeks Before

### Finalize Details

- Reconfirm farmers and volunteers
- Finalize schedule
- Confirm setup and breakdown plan

## 1 Week Before

### Pre-Event Check

- Send reminders to all partners
- Prepare signage and materials
- Confirm weather backup plan (if outdoors)



## Market Day

### Market in Action

- Set up market space
- Welcome farmers and support student engagement
- Encourage conversations with producers

## After the Market

### Wrap-Up

- Thank farmers, staff, and volunteers
- Gather feedback and share highlights
- Note lessons for future markets



## Selecting Vendors

The following pages offer suggestions for selecting vendors for your in-school farmers market. This vendor selection process helps ensure an event that is safe, engaging, and aligned with school values. By prioritizing local, small-scale food producers, the process supports the local food system while creating meaningful opportunities for students to connect with where their food comes from. Clear criteria help build a balanced market that works within the school setting and supports student learning.



## Sample Process for Selecting Vendors

### 1. Identify Vendor Goals

- 🥕 Before outreach begins, clarify what you want the market to offer.
  - Focus on local, small-scale farmers and food producers
  - Prioritize vendors who can engage positively with students and families
  - Aim for a balanced mix (produce, dairy, meat, baked goods, value-added products)
  - Ensure products align with school wellness and food safety guidelines

### 2. Create Vendor Eligibility Criteria

- 🥕 Vendors should:
  - Be local or regional food producers
  - Carry appropriate licenses, permits, and insurance (as required by the school/district)
  - Agree to school expectations (set-up times, pricing transparency, student interaction)
  - Be able to operate in a school environment (limited space, shorter market times)



## 3. Vendor Outreach

- 🥕 Use multiple outreach methods to reach potential vendors
  - Direct outreach to farmers markets, food hubs, and producer networks
  - Recommendations from community partners, Extension, or ag organizations
  - Share a simple vendor interest form outlining expectations and timelines

## 4. Collect Vendor Information

- 🥕 Ask interested vendors to provide:
  - Business name and contact information
  - Product list and pricing range
  - Proof of licenses/insurance (if applicable)
  - Experience selling at community or school-based events
  - Availability for market dates



## 5. Review and Selection

- 🥕 Review submissions using consistent criteria:
  - Product diversity and quality
  - Alignment with school values and nutrition goals
  - Ability to communicate with students in an age-appropriate way
  - Reliability and availability for the scheduled market date(s)
- 🥕 If space is limited, prioritize:
  - Producers offering staple foods (produce, dairy)
  - **Producers being sourced from for school meals**
  - Producers representing diverse farm sizes and backgrounds

## 6. Confirm Vendors

- 🥕 Once vendors are selected:
  - Send a confirmation email with event details
  - Share a vendor guide (arrival time, parking, student engagement tips)
  - Collect final paperwork and confirmations
  - Maintain a short waitlist in case of cancellations



## 7. Pre-Market Communication

🥕 One week before the market:

- Send reminders with logistics and contact information
- Confirm product availability and quantities
- Share expectations for interacting with students and staff

## 8. Post-Market Follow-Up

🥕 After the market:

- Thank vendors for participating
- Collect brief feedback on the experience
- Note interest in future school markets



Hosting a job fair in conjunction with your in-school farmers market can be a great way to introduce students to careers connected to sustainable agriculture, food systems, and community impact. The following pages offer a school-friendly process for planning a job fair for middle and high school students.

## 1. Define Purpose & Audience

 Clarify the **“why”** early.

- Introduce students to careers connected to sustainable agriculture, food systems, and community impact
- Emphasize local, hands-on, and mission-driven work
- Target grades and goals
  - middle school=exposure
  - high school=pathways and careers

 Key outcomes to define:

- Career awareness
- Connection to local organizations
- Understanding how agriculture supports people, the planet, and communities



## 2. Build a Planning Team

- 🥕 Include representatives who know both students and community partners.
  - School staff (CTE teacher, counselor, admin)
  - Community or agriculture education partner
  - Local farmer or organization representative
  - Student voice (club leader or student ambassador, if possible)
- 🥕 Assign clear roles:
  - Logistics & Space
  - Exhibitor Outreach
  - Student Preparation
  - Day-of Coordination

## 3. Identify and Recruit Exhibitors

- 🥕 Prioritize organizations that are engaging and student friendly.
  - Small-scale and local farms
  - Sustainable agriculture businesses
  - Food access and nutrition organizations
  - Conservation and environmental groups
  - Extension, FFA, 4-H, youth programs
  - Community nonprofits tied to food systems



- 🥕 When inviting exhibitors, clearly communicate:
  - Age of students attending
  - Focus on hands-on activities or visuals
  - Encourage storytelling over job titles
  - Highlight entry points (internships, summer jobs, volunteering, classes)


## 4. Choose Format & Logistics

- 🥕 Design the fair to feel interactive, not overwhelming.
  - Table-based fair, rotating small groups, or hybrid
  - 1-2 hours works well for student attention spans
  - Indoor gym, cafeteria, or outdoor space if weather allows


- 🥕 Plan for:
  - Table spacing and traffic flow
  - Power needs or water access
  - Clear Signage and organization categories
  - Accessibility and supervision



## 5. Prepare Students Ahead of Time

-  Students get more out of the fair when they know what to expect.
- Classroom lesson or advisory discussion:
    - What is sustainable agriculture?
    - Why community organizations matter
  - Simple goal-setting:
    - Visit 3 tables
    - Ask at least one question
  - Provide a reflection sheet or scavenger hunt to guide engagement

## 6. Support Exhibitors for Success

-  Many partners aren't used to working with youth—set them up well.
- Share student age range and interests
  - Encourage
    - Photos, tools, or products
    - Short activities or demos
    - Stories about how they got into their work
  - Offer arrival, setup, and parking details clearly



## 7. Day-of Execution

- 🥕 Keep things calm, clear, and welcoming
  - Check-in table for exhibitors
  - Student ambassadors or volunteers for directions
  - Announcements or opening welcome explaining:
    - Purpose of the fair
    - Expectations for respectful engagement
  - Build in movement and breaks if possible

## 8. Reflection & follow-Up

- 🥕 Learning continues after the event.
  - Student reflection activity or discussion
  - Thank-you emails or notes to exhibitors
  - Share photos and impact highlights with partners
  - Collect quick feedback from students, teachers, and exhibitors

## 9. Measure Impact

- 🥕 Simple metrics are enough:
  - Number of students and exhibitors
  - Student engagement observations
  - Interest in follow-up opportunities (clubs, internships, classes)
  - Qualitative feedback on what resonated most

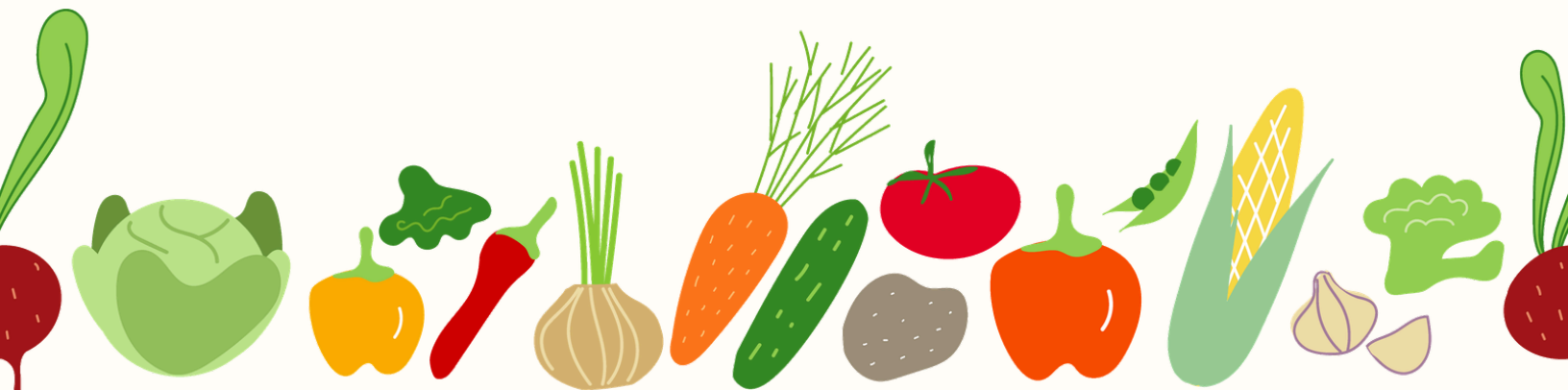


Marketing your event is essential to ensure the time, resources, and partnerships invested result in strong student participation. Clear, consistent promotion helps staff understand the purpose of the event, encourages classroom support, and ensures students know when, where, and why to attend. When school staff are informed and engaged, the event becomes a meaningful learning experience rather than just another activity on the calendar.

## Marketing Your Event

### 1. Define the Goal & Audience

- 🥕 Start by being clear about who you want to reach and why.
  - Primary audience: students (by grade level/pathway)
  - Secondary audience: teachers, counselors, admin
  - Tertiary audience: families, community partners, local farmers/employers
- 🥕 Key goal examples:
  - Exposure to farmers markets
  - Highlight career pathways in food, ag, and related industries
  - Encourage hands-on engagement and conversations



## 2. Develop Simple, Student-Friendly Messaging.

- 🥕 Keep messages short, positive, and relevant to students' lives.
  - Focus on what students get: free food and samples, hands-on activities, connections
  - Use clear language (avoid industry jargon)
  - Highlight real people: farmers, producers, and employers
- 🥕 Core message themes:
  - "Meet local farmers and employers"
  - "Explore real jobs and careers"
  - "Free food, real conversations, real opportunities"

## 3. Identify Marketing Channels Inside the School

- 🥕 Use the channels students already pay attention to:
  - Morning announcements
  - Classroom announcements (scripted for teachers)
  - Hallway posters and cafeteria signage
  - School TV screens or digital boards
  - Student clubs, FFA, ag classes, CTE pathways



## 4. Activate Student Leaders & Staff Champions

- 🥕 Peer-to-peer promotion is powerful.
  - Ask student leaders, FFA members, or career ambassadors to spread the word
  - Provide school staff with ready-to-use blurbs
  - Encourage staff to attend and model engagement

## 5. Engage Families & Community Partners

- 🥕 Extend the message beyond the building:
  - Send info home through newsletters or family emails
  - Share flyers with community partners and employers
  - Encourage partners to promote their participation on social media

## 6. Use Visuals That Show Experience, Not Just Info

- 🥕 Students respond to visuals.
  - Photos of past markets or job fairs
  - Simple icons: food, people, jobs, hands-on activities
  - Bold date, time, and location (big and easy to read)



## 7. Reinforce the Message Leading Up to the Event

- 🥕 Consistency matters more than volume.
  - 2-3 weeks out: save-the-date announcements
  - 1 week out: daily reminders
  - Day before/day of: last-minute push in announcements and classrooms

## 8. Market During the Event

- 🥕 Continue promotion once it's happening.
  - Announce highlights throughout the day
  - Encourage students to attend with friends
  - Share live photos or short clips (if allowed)

## 9. Follow Up After the Event

- 🥕 Close the loop and build momentum.
  - Thank students, teachers, and partners
  - Share participation numbers and photos
  - Highlight success stories (student conversations, job interest, learning moments)
  - Tease the next event or opportunity







## 2. Identify the best donor audiences

-  Focus on groups already aligned with schools, youth, food, or community health.
- Local businesses (banks, grocery stores, co-ops, insurers)
  - Healthcare organizations (hospitals, clinics)
  - Community foundations and family foundations
  - Farm credit institutions and ag-related companies
  - PTAs, education foundations, booster clubs
  - Service clubs (Rotary, Lions, Kiwanis)
  - School district partners and wellness committees



Tip: Start local and relational before going wide.

## 3. Choose the right donation structure

-  Make giving easy and flexible.
-  Options to offer:
- One-time sponsorships
  - Annual community partner support
  - “Adopt-a-Market-Day” sponsorship
  - Matching gifts (especially with employers)
  - In-kind donations (printing, bags, signage, tents)



Create 2-3 sponsorship levels with benefits clearly stated.




## 4. Develop a simple, compelling ask

 Keep it short, student-focused, and impact-driven.


 Core message structure:

- The need: limited access to fresh, local food
- The solution: an in-school farmers market
- The impact: students, farmers, and the local economy benefit
- The ask: a specific dollar amount or partnership

 Example language (for staff or partners):

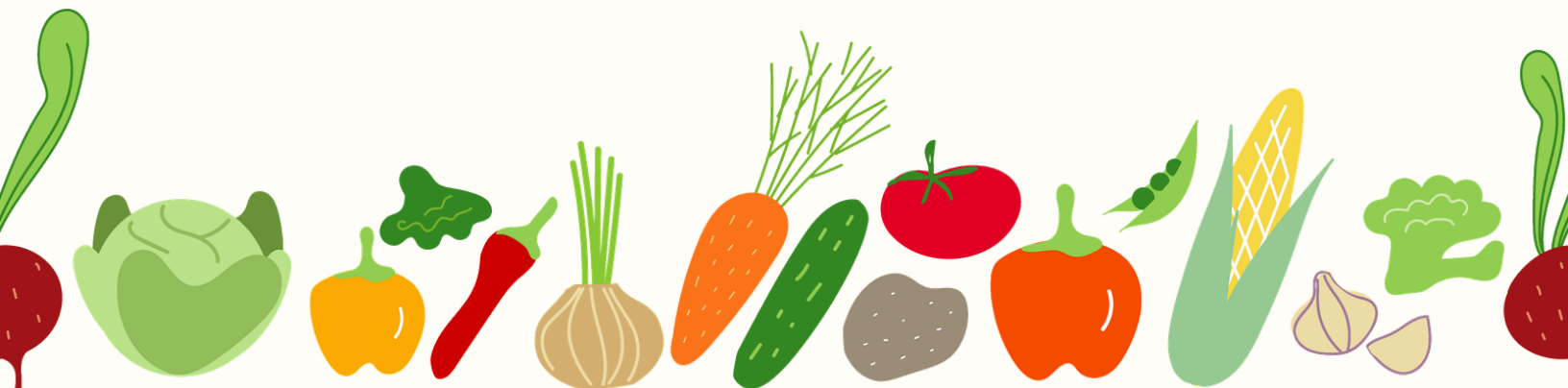
“Our in-school farmers market brings local food directly to students while supporting our farmers. Financial donations allow us to cover food costs, farmer stipends, and student purchasing vouchers—ensuring every student can participate.”

## 5. Leverage existing relationships



 Donations are most successful when the ask comes from someone trusted. A warm introduction beats a cold email every time!

 Strategies:



- Ask admin to introduce the program to contacts
- Use board members or advisory groups to open doors
- Share student stories and photos (with permission)




## 6. Offer visibility and recognition

-  Even mission-driven donors appreciate acknowledgement.
-  Recognition ideas:
  - Logo on market signage or flyers
  - Shout-outs in school newsletters or social media
  - Thank-you posters created by students
  - Recognition at school board or community meetings
  - End-of-year impact summary

## 7. Follow up and steward donors

-  Retention matters just as much as fundraising.
-  Best practices:
  - Send a thank-you within one week
  - Share photos, quotes, or a short impact update
  - Report how funds were used
  - Invite donors back next year

 This builds long-term support and reduces future fundraising work.



## 8. Support school staff with ready-to-use tools

🥕 Because capacity is often limited, provide:

- A one-page donor overview
- Sample email language
- A short talking points sheet
- A simple budget/impact chart





💡 This makes it easier for staff to say yes and participate!



The day of your in-school farmers market brings energy, excitement, and the challenge of keeping everything running smoothly. The procedures and tips outlined here are designed to help you manage the day effectively and create a successful, engaging, and memorable experience for students, staff, and vendors alike.





## Day-of Event Procedures & Tips

### 1. Arrival, Setup, and Preparation




-  Arrive early to allow sufficient time for vendor load-in, table setup, and signage placement.
-  Confirm vendor locations, ensuring tables are spaced to allow safe student movement and accessibility.
-  Set up a welcome or check-in table where students receive vouchers/tokens (if they don't already have them) or instructions.
  - Post clear signage, including:
    - "Welcome to the Farmers Market"
    - "How to Shop the Market"
    - Pricing or token value signs
    - Entry and exit points
-  Conduct a brief staff and volunteer huddle to review schedules, student flow, supervision roles, and troubleshooting plans.



## 2. Student Flow and Supervision




-  Coordinate with school staff to stagger student groups or classes, preventing overcrowding.
-  Establish clear entry and exit paths and use cones, tape, or signage if needed.
-  Station staff or volunteers at key points to:
  - Guide students through the market
  - Manage lines
  - Monitor behavior and safety
-  Encourage calm, respectful movement and remind students that the market functions like a store.

## 3. Payment and Access Procedures




-  Clearly explain how students will pay (vouchers, tickets, cash, etc.)
-  Ensure staff at the welcome table can:
  - Answer payment questions
  - Replace lost vouchers if allowed
  - Support students who are unsure how to shop
-  Emphasize that the market is inclusive and accessible, and that all students are welcome to participate.



## 4. Vendor Support and Communication




-  Assign a point person for vendors to address questions, supply needs, or schedule concerns.
-  Check in with vendors throughout the event to ensure:
  - Student flow is manageable
  - Payment systems are working smoothly
  - They feel supported and welcomed
-  Encourage vendors to engage with students by answering questions and sharing information about their products.

## 5. Student Engagement and Learning




-  Prompt staff to encourage students to:
  - Ask farmers questions
  - Read signage
  - Explore new foods
-  Consider using conversation prompts posted at tables (e.g., “What’s in season?” or “How is this grown?”).
-  Reinforce that the market is both a shopping experience and a learning opportunity.



## 6. Atmosphere and Environment

-  Create a welcoming, positive atmosphere with student made signs, decorations, or music (if appropriate).
-  Highlight local connections by sharing where farmers are from or how buying local supports the community.
-  Model enthusiasm and curiosity—staff energy sets the tone for students!

## 7. Troubleshooting and Flexibility

-  Be prepared for common challenges such as:
  - Schedule changes
  - Late vendor arrivals
  - High student turnout
  - Weather-related adjustments (if applicable)
-  Keep extra supplies on hand, including:
  - Bags
  - Tape and markers
  - Gloves and hand sanitizer
-  Communicate changes quickly and clearly among staff and vendors.



## 8. Wrap-Up and Breakdown

- 🥕 Support vendors during breakdown and load-out.
- 🥕 Publicly thank vendors, volunteers, and staff, reinforcing appreciation and partnership.
- 🥕 Conduct a brief staff debrief to note:
  - What worked well
  - Challenges to address next time
- 🥕 Collect photos, quotes, or observations (with permission) to support future promotion, reporting, and funding efforts.



# Market Day Procedures (continued)

## Day-of Event Checklist

### Before the Market Begins

- Arrive early and confirm event timeline
- Set up vendor tables and confirm placement
- Post signage (Welcome, How to Shop, Prices, Payment Info)
- Establish clear student entry and exit points
- Set up payment/voucher distribution area
- Brief staff, volunteers, and vendors on schedule and procedures
- Confirm point person for day-of questions or issues

### During the Market

- Manage student flow and stagger class/group entry
- Guide students to welcome/payment table as needed
- Support students using vouchers, tokens, or cards
- Encourage respectful behavior and farmer-student interaction
- Monitor lines, crowding, and safety
- Communicate with vendors and address issues promptly
- Adjust flow, timing, or staffing as needed

### Student Engagement & Learning

- Encourage students to ask farmers questions
- Highlight local, seasonal foods
- Reinforce that the market is welcoming and accessible to all students



## All Hands on Deck!

Recruiting student volunteers is a key part of creating a successful in-school farmers market and job fair. By intentionally engaging a variety of student groups and clearly defining volunteer roles, schools can build a reliable support team that strengthens event operations and creates a welcoming, student-centered environment for both the market and the job fair

### Student Groups Well-Suited for Volunteering.

#### **Student Council/Student Government**

- Greet students, manage lines, assist with setup and breakdown, answer basic questions

#### **National Honor Society/Service Clubs**

- Vendor support, check-in tables, student flow, event logistics

#### **Career and Technical Education (CTE) Programs**

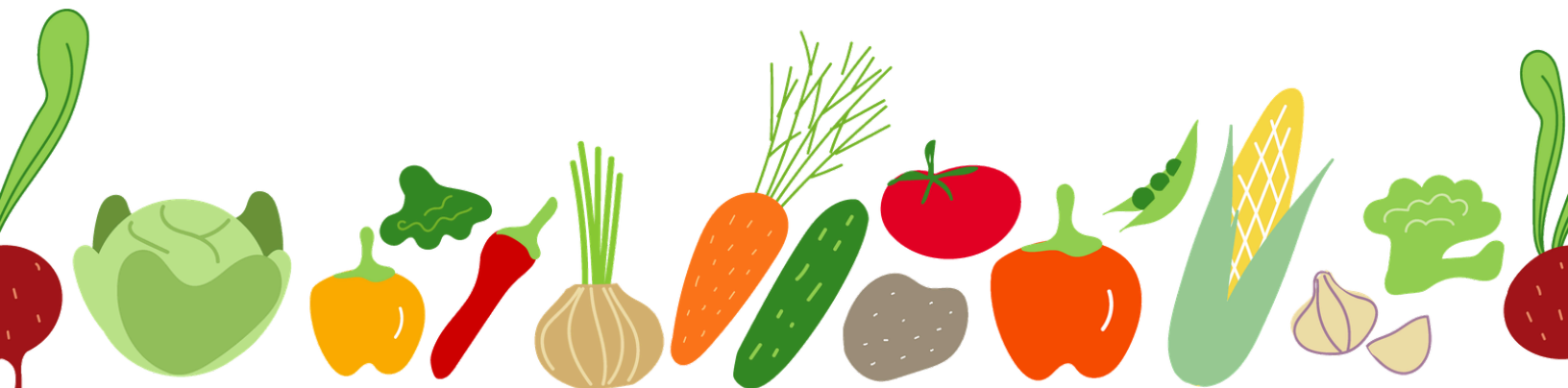
- Employer check-in, resume stations, wayfinding, professional interactions with vendors and employers

#### **Business or Entrepreneurship Clubs**

- Market operations, vendor assistance, promotions, payment support

#### **FFA or Agriculture Clubs**

- Talk with farmers, help students ask questions, support educational components of the market



## All Hands on Deck! (continued)

### **Environmental or Sustainability Clubs**

- Educational signage, waste sorting, sustainability messaging, student engagement

### **Peer Mentors/Student Ambassadors**

- Guide students through the market or job fair, explain how things work, encourage participation

### **Multilingual or Cultural Clubs**

- Translation support, welcome families or community members, create an inclusive environment

### **Photography, Video, or Journalism Clubs**

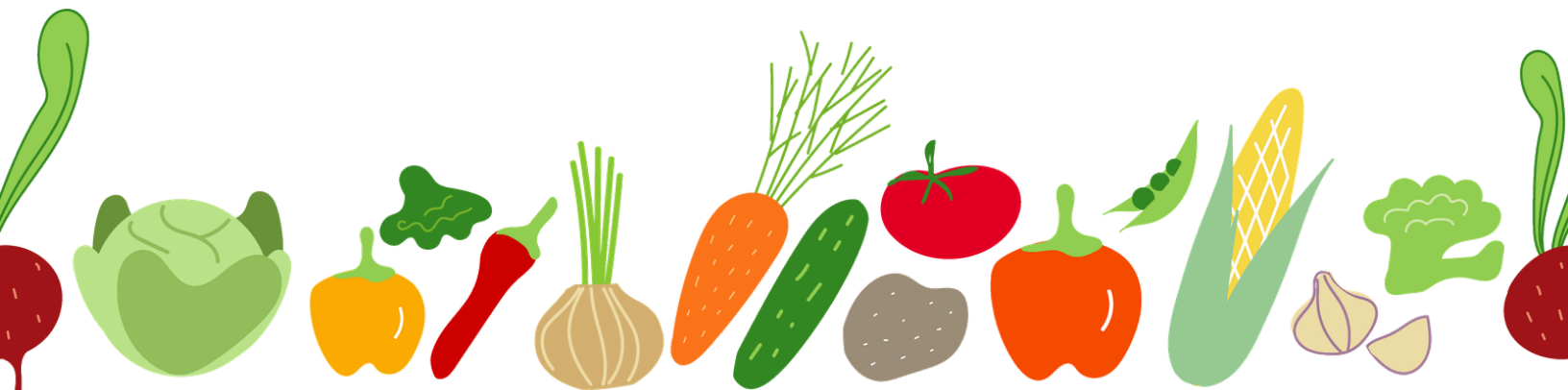
- Take photos, interview vendors, document the event for school communications or reports

### **Graphic Design or Art Clubs**

- Create signage, banners, or promotional materials

### Tips for Using Student Volunteers Effectively

- Assign clear roles and time shifts.
- Provide a short day-of training or orientation.
- Pair student volunteers with staff or adult mentors.
- Recognize participation with service hours, certificates, or public thank-yous.



# Student Mini Checklist

## Visiting the School Farmers Market

### Before the Market

- Learn what a farmers market is and why it matters
- Know how much money or how many tokens you have
- Think about what foods you might want to try
- Practice asking a farmer a question

### At the Market

- Greet the farmer or producer
- Ask at least one question (How was this grown? What's your favorite way to eat it?)
- Look at prices before choosing an item
- Make a decision and pay or use your tokens
- Say "thank you" to the farmer

### After the Market

- Talk about what you bought or tried
- Share something new you learned
- Try the food at home or in class
- Think about what you'd like to buy next time



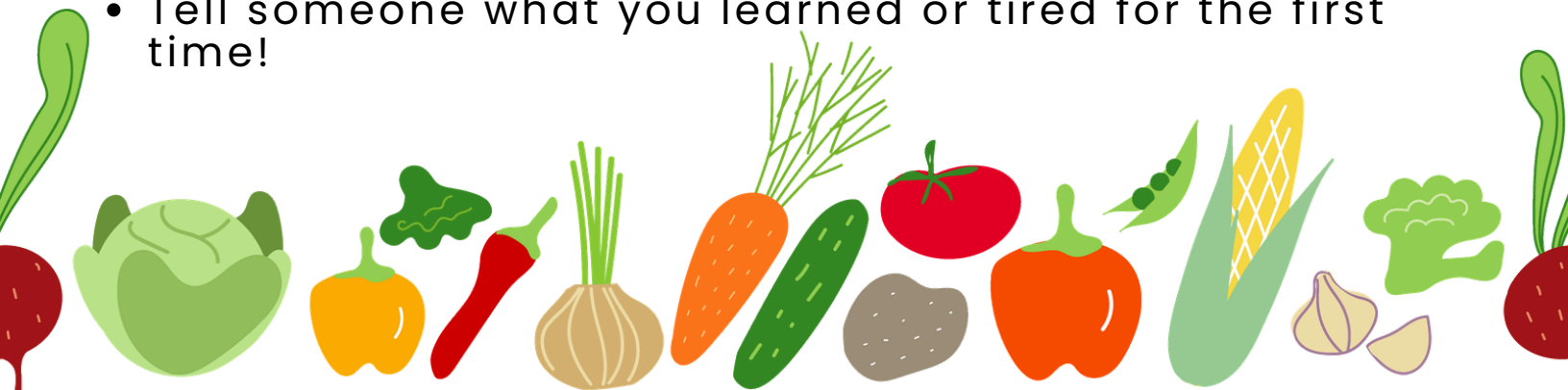
# How to Shop the School Farmers Market

The farmers market is a place to explore fresh food, meet local farmers, and try something new. Here's how it works:

1. Start at the Welcome Table
  - Pick up your voucher or tokens (if provided).
  - Ask questions if you're unsure how to pay—we're here to help!
2. Walk, Look, & Explore
  - Take a lap before buying anything.
  - Check out what's available and what looks good to you.
  - Notice the signs—many foods are local and in season.
3. Talk to the Farmers

Farmers love questions! Try asking:

  - "What's your favorite way to eat this?"
  - "How is this grown?"
  - "What's in season right now?"
4. Choose Your Items
  - Look at prices or token values.
  - Make sure you have enough vouchers or tokens before checking out.
  - It's okay to start small and try something new!
5. Pay & Pick Up
  - Pay using tokens, vouchers, or cash (depending on the market).
  - Be patient and respectful—just like any store.
6. Enjoy and Share
  - Take your food home, try it at lunch, or share with your family.
  - Tell someone what you learned or tried for the first time!



# Market Tips

Everyone is welcome-this market is  
for YOU!

There's no "wrong" choice-  
exploring is part of the fun!

Be kind, curious, and respectful.

Thanks for supporting local farmers and your  
school community!





<p>Ask someone what <i>their favorite part of their job</i> is</p> <p>Business: _____</p>	<p>Find a booth that sells or grows something <i>local</i></p> <p>Business: _____</p>	<p>Ask someone what <i>skills are most important</i> in their career</p> <p>Business: _____</p>	<p>Find a booth that works <i>outdoors</i></p> <p>Business: _____</p>	<p>Ask how long their business has been in the community</p> <p>Business: _____</p>
<p>Ask how <i>math or science</i> is used in their job</p> <p>Business: _____</p>	<p>Find a business that helps people stay <i>healthy</i></p> <p>Business: _____</p>	<p>Ask what kind of <i>training or education</i> their job requires</p> <p>Business: _____</p>	<p>Ask what <i>skills</i> helps them succeed</p> <p>Business: _____</p>	<p>Find a product that was <i>made in Iowa</i></p> <p>Business: _____</p>
<p>Find someone who improved the community with their <i>job</i></p> <p>Business: _____</p>	<p>Ask someone what <i>challenges</i> they face in their job</p> <p>Business: _____</p>	<p>Find a booth that uses <i>technology</i></p> <p>Business: _____</p>	<p>Ask someone what <i>they enjoy most</i> about working locally</p> <p>Business: _____</p>	<p>Find someone who works with <i>animals or plants</i></p> <p>Business: _____</p>
<p>Ask someone what <i>time of year</i> is busiest for them</p> <p>Business: _____</p>	<p>Find out what <i>requirements</i> you would need to work there or have their job</p> <p>Business: _____</p>	<p>Ask what <i>they wish students knew</i> about their work</p> <p>Business: _____</p>	<p>Find a booth that uses <i>sustainability</i> in their products</p> <p>Business: _____</p>	<p>Ask what advice they'd give to <i>high schoolers</i></p> <p>Business: _____</p>
<p>Find a booth giving out <i>free samples or handouts</i></p> <p>Business: _____</p>	<p>Ask someone if they <i>work with a team</i></p> <p>Business: _____</p>	<p>Find a job that involves <i>creativity</i></p> <p>Business: _____</p>	<p>Ask what a <i>typical day</i> looks like for them</p> <p>Business: _____</p>	<p>Find a booth that has a <i>logo or slogan</i> you like</p> <p>Business: _____</p>

Directions: Go to a business that fits a box. Ask them about that box's statement. Fill out the "Business Name" at the bottom of the box. Ask the person who talked to you to sign their initials over that whole box. Complete a bingo.

1 bingo = 1 chance for a prize

2 bingos = 2 chances at a prize

5 bingos = 5 chances at a prize

## Conclusion

Hosting an in-school farmers market is more than a single-day event—it is an opportunity to connect students with local food, support regional farmers, and create meaningful learning experiences within the school community. With thoughtful planning, clear procedures, and strong collaboration among staff, vendors, and partners, an in-school farmers market can be a welcoming, engaging and impactful experience for everyone involved. We hope that you are able to use this toolkit as a flexible guide, adapting it to meet the unique needs of your school, and continue building relationships that strengthen food access, education, and community well beyond market day.

