



FARMERS' MARKET MONTH-BY-MONTH TIMELINE

Be prepared to open your farmers' market by setting deadlines for yourself. The following timeline should help guide you through the process:

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| <p>9 – 12 months before: (Fall)</p> | <p>Determine if there is adequate supply and demand for your proposed market</p> <p>Gather a group of interested people</p> <p>Locate a sponsoring organization. May be a neighbourhood group, town council or chamber of commerce</p> <p>Determine location and propose days, hours, etc.</p> <p>Identify all Permits and insurance needs and work out all legal related issues</p> |
| <p>5 - 6 months before: (Usually January)</p> | <p>Form a committee of dedicated volunteers</p> <p>Determine specific goals and tasks</p> <p>Begin publicity to farmers (continue through to 1 month before)</p> <p>Develop bylaws, vendor fees and market rules</p> |
| <p>4 months before: (February)</p> | <p>Gain community support and begin fund-raising</p> <p>Promote the farmers' market concept in your area</p> |
| <p>2 months before: (April)</p> | <p>Finalize market management and organization governance</p> <p>Post a job ad and hire a market manager, if necessary</p> <p>Design a preliminary layout of stalls</p> |
| <p>1 month before: (May)</p> | <p>Begin publicity to consumers (continue through to market close)</p> <p>Send press materials to local media and invite them to the market opening day</p> <p>Provide stall information, contact details, rules and other market info to vendors</p> <p>If possible, have vendors information meeting</p> |
| <p>MARKET OPEN (likely early - mid June)</p> | <p>Welcome shoppers and vendors to the beginning of a new season, marked by the first day of your market</p> |
| <p>Peak-season: (July)</p> | <p>Celebrate the beginning of the market's peak season with a Grand Opening event which is well publicized</p> <p>Sponsor special activity days throughout the season, participation around draw crops (ie. Strawberries, sweet corn, peaches, apples etc)</p> |
| <p>MARKET CLOSE (likely mid - late October)</p> | <p>Immediately after market season:</p> <p>Solicit and evaluate suggestions from farmers and consumers</p> <p>Are there opportunities for a unique "Winter Farmers' Market" selling winter products at an indoor location?</p> |