



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:

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