

Welcome to the Farmers' Market

Farmers' Markets are all about selling local produce to local people. Have you ever thought about having your own Farmers' Market from food grown in your school grounds?



What are you going to grow?

- Do you grow anything already?
- Has anything been a particularly successful crop?
- What crops are going to be ready when you want to have your market?
- Can you grow something that is usually expensive, or difficult to get, in local shops?
- Will you be able to cover the cost of different crops?



Are there other items that people might like to buy?

- By turning your produce into something special you can often add value to your crops.
- What recipes are possible from your crops?
- Could you sell seeds collected from your crops? What about creating seed packages?
- Could you make seed labels, paint plant pots, design and make bird feeders or wind chimes, or make small garden tools etc. that you could sell?



How are you going to market your produce?

- How are you going to promote your event?
- Who are you going to advertise to?
- What about packaging and labeling?
- How are you going to work out the price things should be sold for?
- Could your market link in with another event - such as National School Grounds Week, British Food Fortnight or Apple Day?



Links with your local farmers' market.

- Do you have a local farmers' market you could visit to see how it is run?
- Could you work with someone from your local farmers' market to help you plan your own event?
- Check out www.farmersmarkets.net/ for more information.

What do you need to do for market day itself?

- Where are you going to hold the market?
- How are you going to set up stands and stalls on the day?
- Who is going to help get things ready?
- Who is going to harvest the crops, price the items, make any specialist products etc?
- Who is going to help sell on the day?
- Who is going to help clear up afterwards?
- What is going to happen to anything you can't sell?
- What else will you need on the day e.g. money to give change, bags to put things in?



How to use this worksheet

Malcom X Middle School in Berkeley, California is the inspiration for this idea - see the Groundnotes *School Grounds around the World* for a picture of their Farmers' Market stand.

Aimed at:

- Pupils: All ages
- Teachers and school grounds practitioners

Use as part of:

- National School Grounds Week celebrations.
- The websites www.britishfoodfortnight.org and www.england-in-particular.info/appleday.html give information about national events you might want to link your market to.
- School grounds development project - making changes.
- Curriculum focused projects.
- Young Enterprise or Mini Enterprise project.

Curriculum links:

- English Language: speaking appropriately and with confidence in different situations.
- Mathematics: carry out simple calculations using mental methods.
- Science: that life processes common to plants include growth, nutrition and reproduction.
- Design and Technology: generating ideas for products after thinking about who will use them and what they will be used for.
- Geography: sustainable development and its implications for people, places and environments and for pupils' own lives. Investigate the idea of Farmers' Markets and how they support the local supply of food. Compare this with the environmental impact of the suppliers of vegetables in your local supermarket.
- PSHE (PSD): participation; how to keep healthy - working in the garden and eating fresh vegetables.
- Business Studies and Work Related Learning programmes.

Purpose of this activity:

- To take part in a school activity.
- To grow a range of crops in the school grounds, and learn about producing crops in a sustainable way.
- To learn about marketing and selling a product.

Equipment needed:

- Gardening equipment, crops and other items for sale.
- Somewhere or something to sell from.
- Price tags, float, bags etc.

Introductory work:

- Visit your local Farmers' Market or area market and discuss issues involved in buying local products.
- Developing strategies and plans for supplying your market, researching crops and products etc.
- Identifying costs and setting prices.
- Visit www.farmersmarkets.net/ for information from the National Association of Farmers Markets.
- Other useful sources are your local council, and the Groundnotes *Growing Food in School Grounds* (available from the Members' Services pages of the LTL website).

What to do:

- Use this worksheet to plan and run your Farmers' Market.

Follow up:

- Evaluate the success of your Farmers' Market. Would you do it again? What might you change?