



Come & Get It!

**GUIDE TO CREATING AN
ON-FARM FOOD FESTIVAL**

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Chapter 1

Throwing Open the Farm Gate

The Whys and Whats of Hosting an Event

Dawn is breaking. A warm glow washes across the meadow, the dogs are fed, coffee is brewed, and the adorable Dexter Cattle are munching on purple coneflowers in the front yard. You muse over that cup of coffee “this place is too good not to share.” Then you remember you don’t have any cattle, but your neighbors do, and it seems that a half dozen of their cow-calf pairs have just breached the property-line fencing. Hey, but what a great excuse to connect with your new neighbors and get to know them a little better by inviting the couple to come round up their cattle!

Perhaps you are a farmer too, or maybe a local business owner, or any sort of rural resident who appreciates the open space, the land, and the people who work the land and take care of it. Ironically, though, it’s hard to find locally grown food to buy out here in this small town, so you tend to rely on stocking up whenever you drive to the city. But what if there was a way to connect farmers to people nearby who would appreciate eating what they grow? What if you could bring locals together in a fun, festive, and welcoming way that features a pop-up farmers market, perhaps some live music, simple games, educational activities, and - best of all - dozens local families and individuals who want to eat good food, support local businesses, and connect with their neighbors! What if you could organize an on-farm local food festival!?

Wait. What! Why?

An on-farm festival may be the answer to three common desires: building community, providing education, and generating income. For local farmers and food producers, many of whom travel long distances to access customers, finding ways to increase visibility and sales in their own communities can be advantageous. Additionally, consumers may be unaware of where to find locally grown food, or that locally spent food dollars help ensure long-term food security and stimulate local economies, and these folks may appreciate getting grounded in the value of buying local.

Every on-farm festival is unique and place-specific, meaning these events can be as varied as the shades of brown that eggs come in! Ranging from mahogany to light sand, so are the varieties of ways a festival can look. From a gourmet farm dinner with a concert to a mini farmers’ market with an orchard tour, each on-farm event will have its own color. But as we all know, eggs (events) are basically the same on the inside, regardless of the color on the outside. This manual will cover many of the common considerations you will need to take into account: legal, practical, and sustainable aspects for hosting your own on-farm food festival.

We will cover some of those universal elements and best practices for getting your event off the ground. From the initial dreaming of an event through the assembling of a team and engaging your community to the licensing, zoning and site planning and

ultimately to the business of pulling it all off. Hopefully we can provide a pathway to you for a successful event.

In general we're focusing on one-off, annual or occasional events, not ongoing agritourism operations like you-pick, wineries, etc., though many of the ideas could also apply to those kinds of operations. We are focusing on events that are

on the small side and appropriate to many farm settings. Likely the farm will not have a parking lot designed for hundreds of cars, for example.

At the end we will have a few profiles of events from across Minnesota and share their insights and inspiration for what you may want to try yourself.



Types of Agritourism

- Festivals
- Field Days
- On-Farm Food Service
- Pancake Breakfasts
- Homesteading Classes
- Concerts
- Farm Stay
- Horse Riding
- Wine Tasting
- Cheese Making
- Corn Maze
- Glamping
- Apple Picking
- Orchard Walks
- Animal Care
- Hay Rides
- Trail Hikes
- Trout Fishing
- Forrest Foraging
- Photography
- Farm Stand

Be Creative!!!







Chapter 2

Many Hands Make Light Work

Engaging Community and Building Your Team

After you and your neighbor round up the cattle, you comment on the bucolic setting and then bring up the idea of a farm festival to celebrate the season and cultivate a customer base for the neighbor's beef and your own mixed vegetables. Your suggestion garners a sparkle of intrigue in your neighbor's face as they take a minute to consider it... At last, they respond: "Yeah, I'm not interested in event planning, but let me know if you move forward with it. I'd be glad to participate as a vendor." Well, that's a start. Now at least you have put the idea out there and have a friendly supporter.

Before launching into planning, consider why you want to embark on organizing an event. Maybe you love throwing parties, which is already a great start. But on-farm food festivals can also provide a one-time sales venue for your own and neighboring farms, generate enthusiasm about local foods generally, and foster connections that can lead to ongoing sales. By inviting the school food service director, for example, or owners of the local cafe and grocery, conversations begin about ways local farmers can supply these entities. Farmers can also connect

to neighbors who may not have known there is a local CSA farmer or that they can buy a quarter of beef from a local livestock farmer.

Keeping these sales goals in mind through the planning process will inform whom you reach out to and how the conversations go. If building community is one of your motivations for the festival then involving your neighbors from the beginning helps to build a solid foundation for that. Finding collaborators who share your vision for sharing the "good life" and wish to grow the market for local foods will make your combined event that much more impactful.



Build Your Team

Volunteer, Community and Sponsor Assets

List at least six people who aren't currently involved in your team but who are working to make your community a better place and may bring new skills and energy to the festival.

Also list potential sponsors, vendor/exhibitors and community advocates.

Potential Team Member	Phone	Email	Role
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Retail - Grocers, Convenience Stores, Co-ops, Specialty Food, Farm Supply Retailers

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Media - TV, Print, Social, Radio, Community boards

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Financial - Banks, Financial Planners, Accountants, Insurance Agencies

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Food Manufacturers - Distributors, Co-ops

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Community-Based Orgs - Local Government, Local Non-Profits, Service Organizations (Rotary, Kiwanis, Lions, Sportsman's Clubs...)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Building Your Team

A couple of core team members will be important - think of local food advocates, community builders, or nearby farmers, and invite one or two of these folks to join you as co-coordinators of the festival. You'll want to find folks with varied skills and comfort levels for different kinds of tasks. For example, perhaps one of your team members is comfortable navigating local ordinances, another loves networking and wants to reach out to the broader community to invite them to come. You'll need someone who is willing to ask potential donors for financial support, and someone who just loves numbers and will help with the financial management. You may find that the same person who understands insurance also gets the local zoning, while another friend has the skills to coordinate other vendors and loves marketing. Find your people!

Community Asset Mapping

Once the core team is mobilized, you can move into the planning process by thinking through who makes up your community, and what role they could play in the festival. Community Asset Mapping allows you to identify people and businesses in your region that share

common goals, and helps you develop a strong outreach and marketing plan.

“A community asset...is anything that can be used to improve the quality of community life.” This can be anything from a person, like an informal neighborhood leader, to a local business or community structures like a library or social club. “Everyone [and everything] in the community can be a force for community improvement if only we knew what their assets were, and could put them to use.”

When you get your core team together for the first planning meetings, use the worksheets in this chapter and the next one to help structure those conversations. Use the asset mapping worksheet, as well as the visioning, historic legacy, and current reality worksheets in Chapter 3 to construct a common understanding among your core team members about who and what your community is, and how a local food festival fits into it.

Once you have the community assets mapped out, think about the specific ways these businesses or people might support your event. There are a variety of roles these folks can play, including as sponsors, vendors/exhibitors, planning volunteers, or day-of volunteers.



Team Members and Volunteers

When forming your “ask” to team members, volunteers, community advocates, and sponsors... try to think of why they would consider sponsoring your event? Think of “what’s in it for them.” Don’t be afraid to ask them what they would like to see come from their involvement.

List people who aren’t currently involved in your team who are working to make your community a better place (doesn’t have to be around food.)

Volunteer Management

Here is a partial list of activities you may wish to ask volunteers if they would be willing to help with.

- Volunteer Coordinator (recruiting and managing)
- Develop Website, Sign-up, and Forms
- Help with marketing
- Soliciting sponsorship
- Soliciting vendors/exhibitors
- Social media
- Help set up event space
- Onsite Check-in
- Help with day-of parking and vendor set up
- Day-of “floater” to take care of immediate issues
- Help with clean-up
- Send thank you notes
- Help accounting
- Gather and tally survey data

Perks you may be able to offer to volunteers.

- Free admission
- Free/VIP parking
- Free food/water
- Appreciation party
- T-shirts, swag
- Other?

Vendors & Exhibitors

Identify who in your region is already involved in local food sales and procurement (or has potential to be)

Take 2-3 minutes to list those companies that sells/ provides food in a 20-mile radius of where you want to host your event (farm stands, farmers’ markets, restaurants, grocery stores, convenience stores, hospitals, schools.)



Community Advocates

List organizations and businesses who have a positive impact in your surrounding community. Would they consider sponsoring your event?

Sponsors

List organizations and businesses who have a positive impact in your surrounding community.

While it is tempting to reach out to those in the community who you regularly see sponsoring events, don’t overlook those who you don’t always see on the sponsorship poster! The local gravel company, a local resort, regional news outlets, non-profit organizations, farm supply stores, local homebuilders...

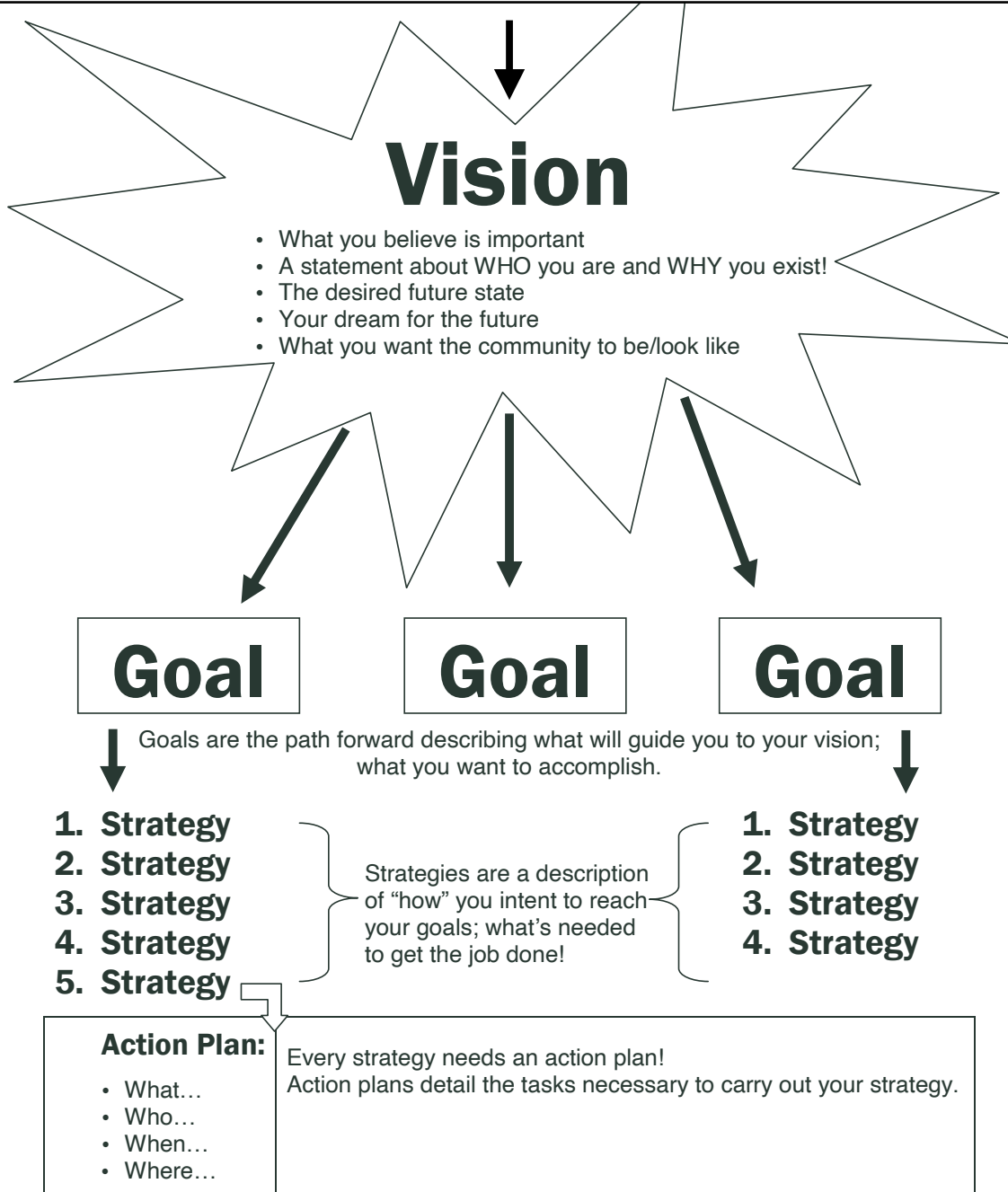
And remember that sponsorship can take many forms. Outright cash donations are great, but a willingness from picking up the cost of printing fliers, or donating a gathering tent are all welcome savings and just as important to the profitability of your event.



Mission Statement

A concise explanation of your event's reason for being; your purpose and primary intention.

Ex: "The Minnesota Garlic Festival promotes state-wide garlic production and sustainable agricultural practices, enhancing consumer awareness and the vitality of rural communities through education and the arts in an entertaining and festive atmosphere."



Chapter 3.

Dream Big Start Small

Strategic Visioning

Team members? Check! Assignments (loosely)? Check! Community assets mapped out? Check! Let's take a minute to continue reflecting, visioning, imagining, and dreaming as we hone in on what the local food festival can be - and also what it cannot be. The worksheets in this chapter will help your team clarify

what is possible, based both on the assets you have to work with, and also, what the limitations are. Dreaming needs to be paired with a focus on the details and the "what we can actually deliver," so don't be afraid of the big idea, but also be willing to put great ideas in the "bike rack" for a later date.



The Vision of the Future

It is three years from today. You have created an on-farm community event, and you have a team and organization to support it. Describe it—as if you were able to see it. Consider these questions, one by one, by reflecting on them and then writing down your reactions.

Questions:

1. Who is a part of your organization (actual names or positions within your organization)? How do you work with them?

2. What is your organization's unique contribution to the community?

3. What is the impact of the work in your community?

4. What resources do you have to work with? Who are your partners and supporters?

5. What does this organization value?

6. How do we know that the future of our organization is secure? What have you done to ensure its future for your community?

The Historic Legacy

It is easier to learn about creating your future if you know where you have come from. Taking the time to look back at your community's history can help you plan your future vision. This would include both the nature of farming in your area, your own previous experience, and past sustainability and community building that may have been done – or continues to be done – there.

Consider these questions by reflecting on them and then writing down your reactions.

1. What is the “lay of the land” in your area with regard to the farming community? Are there past and existing efforts on this? Other organizations and events? Is the farming community (farmers and supporters) already cohesive, or is there work to be done to help them become so?

2. What is your own personal experience in your community? How does this inform the work you are doing on this project?

3. What was your team's original vision and purpose for wanting to produce this event in your community?

4. Has that vision and purpose changed in the process so far?

5. What practices might you put in place to carry forward a sense of “institutional memory” about your purpose?

The Current Reality

We've looked at the future we want to create with this event, and the past that informs the situation. Now we need to consider the reality of our present local situation, while connecting it to our past, before we can move toward our vision of the future. The key to answering the question, "Where are we headed?" lies in first answering "What's important to my team and my community?"

We will explore the current reality by asking the following questions.

Questions:

1. What are the strengths and resources in your team? In your community?

2. Who are the current stakeholders? What parts of the community? Who stands to gain from this project?

3. What are the possible liabilities or weaknesses? How would you define a major loss or failure?

4. What are the things that you feel you need to know that don't yet know or understand?

Chapter 4

Failing to Plan is Planning to Fail

Business Planning, Site Planning, Zoning, Food Safety and Licensing

Business Planning

Creating a business plan for your event may seem like a daunting task, and you are probably not intending on getting a business loan to get started, so what's the point? Well, just as the bank needs assurance that its loan will be repaid, sponsors also need convincing that their investment is going to pay off. Local businesses will value having their name associated with a well-planned event that is well-attended and broadly enjoyed, and will not want to throw money at anything that seems disorganized and unlikely to succeed. A business plan will also keep you and your fellow planners sane by corralling bazillions of details into a single, organized guide. At the very basic level, a business plan maps out how you will achieve your goals, while minimizing the financial, legal, and other risks involved. And it provides an adjustable framework for an annual event, where lessons learned can be documented and integrated to improve next year's plan.

The basic elements of the business plan are: an executive summary, event description, market analysis, products and services you will offer, marketing and sales strategy, financial projections, organization and management team details, and a funding plan. Working through this manual is essentially the process of developing that business plan, and you're already on Chapter 4 - so, congratulations! In this chapter, we take a step back to see how the individual planning steps hang together as a comprehensive overall plan, and provide specific guidance on the site planning. The business planning template worksheet can be used in tandem with the other worksheets provided in this manual, which can be plugged into the corresponding sections of the business plan template.



Business Plan Outline

TABLE OF CONTENTS

Business Plan / Title Page

Executive Summary

SWOT Analysis

Event Profile

- History of the Event
- Description of the Sponsoring Org.
- Purpose and Theme of the Event
- Description of the Event

Market Analysis

- Saturation Level of Events
- Other Competition Sources
- Population Composition
- Communication Channels
- Relevant Local Trends / Issues

Program Plan

- Date and Hours of Operation
- Location
- Description of Activities by Audience and Venue

Goals and Objectives

- Goal #1
- Goal #2
- Goal #3

Promotional Plan

- Target Audience(s)
- Current Audience
- Potential Audience
- Means of Gathering Customer Info.
- Advertising
- Publicity
- Online Promotions
- Printed Materials & Mail Outs
- Media Sponsorships
- Promotional Partnerships
- Miscellaneous Promotional Items

Human Resources Management Plan

- Event Organizational Structure
- Event Staffing
- Event Human Resources Policies and Procedures

Logistical Plan

- Site Plan
- Event Setup and Take Down
- Safety and Security
- Handicapped Accessibility
- Equipment, Supplies and Services
- Insurance and Permitting

Community Relations Plan

- Community Involvement / Communication Plan
- Mitigation of Undesirable Effects

Sponsorship Plan

- Sponsorable Assets
- Sponsor Packages
- Sponsor Prospect List
- Solicitation Plan
- Sponsor Activation and Management

Financial Plan

- Short-Term Financial Goals
- Long-Term Financial Goals
- Sources of Revenue
- Distribution of Proceeds
- Budget

Evaluation Plan

- Key Audiences
- Evaluation Procedure

Site Planning

Once you have your business plan in place it's time to start planning the layout of your event. Site layout absolutely determines how people will experience the festival, and how enjoyable it will be for them. Will they find things easily - parking, entrances/exits, check-in and information, restrooms, trash bins and recycling, nearby lodging if they're making a weekend of it? Will they feel safe and comfortable at the festival - is the gathering space free of hazards (like live electric fencing or objects that could trip people), is the food preparation area hygienic, is there shade and adequate seating? Will the layout of booths/tables, stages, and seating areas accommodate a high flow of traffic if large numbers are expected? Is the ambiance pleasurable - is the festival area tidy, are the most scenic parts of the farm on display, is the space

welcoming to kids? The site plan also addresses behind-the-scenes preparation, such as securing necessary permits and insurance, and having a plan for the possibility of the need for law enforcement or emergency medical services.

Site Plan Map Resources

There are many tools you can use to create your working site map. The more accurate it is in scale, the more helpful it will be.

County GIS and Parcel maps can be found here: https://www.mngeo.state.mn.us/chouse/land_own_property.html

And, of course, Google Maps/Earth and other mapping programs can be used. You can work off of these to plot the different features of you event.



The Aitkin Farm Festival coordinators used an online map to sketch out the various areas of the farm for parking and the event area.



The actual layout was taken on the festival day from a drone camera.

Site Planning Checklist

This checklist covers a fairly comprehensive range of items to consider when developing a site plan. Some may not be relevant to your specific situation.

- **Accessibility:** parking, entrances & exits, people with mobility restrictions. Volunteer and VIP entrance/parking.
- **Accommodations:** Local places to stay? Onsite: VIP/Sponsor area, entertainer greenroom, volunteer area, breastfeeding area. Also, privacy considerations for host farmer: where they don't want the public.
- **Admissions/Check-in:** Ticketing, sign-in, reservations, designated grand entrance.
- **Administrative Needs:** Onsite office, behind-the-scenes area.
- **Alcohol:** Site considerations if serving booze.
- **Animals:** Safety for them and people. Electric fences?
- **Children's Areas:** Kid's activities, facilities.
- **Comfort:** Places to sit and rest. Shade.
- **Communications:** staff-to-staff, staff-to-customer.
- **Concessions and Vendors:** Citing for best exposure.
- **Contours:** Hilly? Flat? Low spots where water could collect?
- **Crowd Capacity:** How many people can safely and comfortably be on the site at the same time?
- **Dining Areas:** places where people can comfortably eat.
- **Emergency Services:** How to get medical help if needed. Notify in advance?
- **Entertainment/Presentation Seating Capacity:** For audience at performances/speakers.
- **Exits:** Is it clear where to leave?
- **Environmental Concerns:** Impact on neighbors, recycling, composting, respecting the host farm.
- **Groundskeeping/Natural Beauty:** Making best use of the site's natural beauty while downplaying less attractive areas.
- **Maintenance:** Ability to repair facilities, cleanups.
- **Maps:** Site maps so patrons can find things.
- **Marketing Strengths:** How does the site help to market you event?
- **Parking:** where and how? Attendance capacity should be directly tied to parking. Permissions. Attendants. Signage, handicap.
- **Pedestrian Flow:** Egress between features, obstructions.
- **Permits:** Which are needed just to be able to use the site?
- **Proximity:** How close/convenient are different site areas and features. Privacy for restrooms.
- **Recycling and Waste Management:** Trash, recycling bins and removal. Composting?
- **Restrooms:** Permits or regs? Cleaning, handicap, how many?
- **Risk Management:** Insurance, weather emergencies, landscape, equipment.
- **Room for Growth:** Can you expand at your site? Do you want to?
- **Security:** Inform law enforcement, and how to contact. Also, security of participants belongings.
- **Staging and Backstage:** Big consideration if doing concerts, performances.
- **Tents & Temporary Structures:** Rental, insurance, siting, wind.
- **Utilities:** Sufficient electric? Electrical hazards? Water issues? Lighting.



Zoning

Local governments with delegated authority from MDA or MDH can have their own food ordinances, which may be stricter than the state's but cannot be less strict. If a local government doesn't have delegated authority for food, it can still have zoning authority.

Zoning can trip up food businesses that may be legal according to food laws, but may not be allowed in a certain area according to local zoning. All zoning is local. Your recourse for a zoning issue is to appeal to the governing body of the local jurisdiction.

Beyond regulation, there are voluntary best practices. Even if you are not legally required to implement a food safety practice, doing it voluntarily can help protect you from liability.

1) Is the venue in a city, township, village or other association?

2) If not, start with the county Planning and Zoning office.

Here are "Talking Points" for that conversation. Start this dialogue as soon as possible.

Hello, my name is (name) and I'm working with a nonprofit organization to produce a 1-day agritourism event on a farm in (county name). Who should I talk with in your office about that?"

When you get to the right person, here are points to make:

- Address of the event site
- Date and operating hours of the event
- Emphasize that this is a one-off, one-day agritourism event. Some counties have special Commercial Agricultural Tourism "CAT" statutes.
- Estimated attendance

They will likely have follow-up questions, and may request a site plan.

Below is advice from the Minnesota Wright County Zoning office

*Ask permission,
not forgiveness.*

Wright County: "Contact the Planning and Zoning Department by phone or email if they would like to file a Conditional Use Permit for Commercial Agricultural Tourism. We like to get an idea of the scope, intensity, and preliminary plans of

the project before a person applies for a Conditional Use Permit. Typically, a site plan, narrative, and any applicable building plans are needed with the Conditional Use Permit application. Depending on the scope, we may require other supplemental information or placement."

"If a Conditional Use Permit is needed, in Wright County, either the group organization or the property owner can apply for the CUP. With the CUP application, a property owner's signature will be required."

3) Commercial Agriculture Tourism (CAT) statute.

The way the CAT is administered changes from county to county.

Wright County: "If an organization or group would like to do a one-off event (not ongoing) like a field trip, field day, etc., a Conditional Use Permit is usually not required. It would be a great idea to check with the applicable County anyways."

"If conditions (to be considered) for the CAT are not met, contact the applicable jurisdiction. For example, if a farm is less than 10 acres, a person could apply for a variance."

4) If a Conditional Use Permit (CUP) may be required.

Wright County: "The process may take 1-3 months to receive an approved Conditional Use Permit." And there can be cut-off dates.

5) Large Attendance:

"In Wright County, if the event is expecting over 250 people, a large assembly permit would be required. The large assembly permit is issued through the Wright County Administration Department."

6) Talk to your neighbors.

A lot of potential issues can be avoided by just having a quick chat with your neighbors!

Wright County Example Commercial Agricultural Tourism

§ 155.109 COMMERCIAL AGRICULTURAL TOURISM

155.003 Definitions:

(25) Commercial Agricultural Tourism (CAT) is a rural commercial operation that is connected to a primary agricultural use and may include orchards, wineries, the promotion of agriculture or the natural environment, or the use of the rural outdoor environment for events such as weddings and gatherings. CAT may allow for the construction of accessory structures to be used for events and special gatherings of people to be held within such structures. Food catering and limited food preparation, along with limited retail that is directly associated with the CAT use may be allowed.

(A) Purpose. This section is adopted for the purpose of:

- (1) Preserving Wright County's agricultural and rural heritage and landscapes.
- (2) Enhancing Wright County's appeal to visitors who are drawn to its rural and agricultural environment
- (3) Providing opportunities for new economic growth through Commercial Agricultural Tourism.
- (4) Allowing for Commercial Agricultural Tourism that does not conflict with permitted agricultural operations and developed residential areas.

(B) Standards. The following standards shall apply to all Commercial Agricultural Tourism Uses.

- (1) Commercial Agricultural Tourism shall be located on a parcel of at least ten acres in size which has a residence or entitlement
- (2) Commercial Agricultural Tourism shall be shown to have a unique or demonstrable relationship with Wright County and be correlated to agricultural and rural features in accordance with the above stated purposes.
- (3) Large scale events and gatherings held inside a building must be associated with an outdoor agricultural or rural outdoor activity, be seasonal or part-time in nature. Any associated food must be catered. The Planning Commission may allow for limited food preparation provided it meets the underlying intent of the Commercial Agricultural Tourism Use. Alcohol must be catered.
- (4) Commercial Agricultural Tourism shall require a Conditional Use Permit in accord with § 155.029 of this chapter and must comply with the Wright County Land Use Plan.

(C) Conditions. As part of any Conditional Use Permit the Planning Commission shall adopt conditions which address the following criteria:

- (1) Must not create an excessive demand upon existing services or amenities.
- (2) Must be screened or able to be screened adequately, or are sufficiently separated from adjacent residences to prevent negative impacts to nearby properties.
- (3) Must have an appearance that is consistent and compatible with the surrounding area and land uses.
- (4) Must not cause traffic hazards or undue congestion.
- (5) Must not negatively impact surrounding residences and neighbors by the intrusion of noise, glare, odor, or other adverse effects.

(Originally Adopted 5-3-2016, Amended June 7, 2016)

Food Safety and Licensing

From cooking demonstrations to fancy multi-course dinners & registered cottage food makers to licensed food trucks. What do you need to do to make sure you are in compliance with local and state regulations? What steps do you need to ensure that the food being served is as safe as possible?

1. Make a list of your vendors.

- For each vendor you will need to collect ST-19 forms for anyone selling products.

- Look at what each vendor is selling. Determine whether each vendor would require a license or not. Here is a short list of what items would require a license:

Grown fruits or vegetables from their own farm
Produce of the Farm: no license needed

Meats with no added ingredients from their own farm
Produce of the Farm: no license needed

Meats with added ingredients (salt, spices etc.)
Retail Mobile Food Handler License

Baked Goods or Canned Goods, from their home kitchen
Cottage Food Exemption

Baked Goods or Canned Goods, from a commercial kitchen
Wholesale Manufacturing License

- Pay attention to labels:
 - Cottage Food labels must have:
 - Ingredients
 - Address
 - Disclaimer that this food was made in a home kitchen and not subject to inspection
 - Meat labels must have:
 - USDA or Equal to MN inspection logo

- Will there be sampling?
 - What type and amount of food is being sampled?
 - Describe the equipment you will use to prepare the samples.
 - Where will the water come from for the handwash station?
 - Does this food need refrigeration/cooling?
 - Will you be preparing it on site?

- Water? Be careful to know if the water supply at your venue is from an approved well or a municipal source

For liability management you should also verify that cottage food producers have their registration, anyone selling meat or poultry has appropriate labeling and licenses for what they are selling. And those not selling under product of the farm or cottage food have appropriate licensing. *(fill out a questionnaire like outline below for each individual food vendor)*

Food Service Type

Do you plan on sampling? If yes: what type and amount of food is being sampled?

Describe the equipment you will use to prepare the samples.

Does this food need refrigeration/cooling? Will you be preparing it on site?

What type of license is needed?

Who is responsible for acquiring a license and who verifies?

The following link will take you to Minnesota Department of Agriculture to take a short quiz to discover what kind of license you may need.

<https://www2.mda.state.mn.us/webapp/foodlicensingwizard/>



Chapter 5

Risky Business

Managing Risk and Insurance

Getting people with little to no farm experience out to visit real farms has great value! Farm visits can help people understand a little better the life of a farmer, and the work and care that go into the food they eat. Lack of familiarity with farms and farm hazards can pose risks for visitors, though. Farmers and farm families who live with these hazards every day know how to navigate around them, and may be so accustomed to their surroundings that they don't even notice the hazards. This situation has a name: "barn-blindness."

It is your job as an event organizer to notice the potential hazards, bring them to the attention of the farmers, and create and implement a plan to reduce the risks to farm visitors. This may mean eliminating the hazard if possible, or it may mean finding a way to mitigate the risk from a hazard that cannot be completely eliminated.

Farmers have a lot of justifiable pride in their operations, and pointing out hazards on their farm can be an uncomfortable conversation. It is critical to have that conversation up-front with the farmer, before extensive event planning has taken place. Set up expectations so they don't take it too personally or think you're criticizing their place.

If you are both the farmer and the event organizer, you will have to find a way to step out of your farmer mindset and see your surroundings with new eyes. You have to avoid the temptation to downplay hazards and tell yourself they are not actual risks. It could be worthwhile to enlist a friend or neighbor to work with you on identifying potential risks on your farm, because they would be less likely to have that barn-blindness.

One good way to have the discussion about hazards on the farm is with still photos, which show just one frame rather than the whole panorama of the farm. It can be easier to spot specific issues in a photo. Take photos of the farm, particularly any areas you notice as a potential problem, then look them over with your team to discuss the potential hazards and ways to address them.

Common Categories of Hazards

Livestock

Animals are a charismatic part of a farm event. They may make eye contact, accept petting and treats, pose for photos, or otherwise let visitors know they are responsive to admiration and attention. What could go wrong?

Unfortunately, lots. Animals in pens that have never challenged a fence before may become excited by unusual amounts of attention, and jump over or crash through a fence. Animals may tolerate petting for a while but then tire of it and become agitated or belligerent. It is important to have pens and housing set up so that animals can move away from unwanted attention, but that is not a foolproof measure because animals don't always make logical choices. Instead of moving away from unwanted attention they may start to bite, or move their body in ways that could injure someone reaching through a fence.

Then, there's the risk of disease transmission from petting animals. This actually goes both ways. Humans can transmit some illnesses to animals, and animals can

transmit some illnesses to humans. Animals available for petting that have a lot of repeated human contact over time could pick up illnesses from some humans and later transmit them to other humans.

Livestock Risk Reduction

- Secure fences
- Make sure animals can't escape on event day
- Have an action plan in case of escapes
- Signage: Alert people to dangers.
- Guests should not enter a fenced livestock pen or enclosure.
- Potentially dangerous animals like bulls, rams, and buck goats should be penned very securely or moved to a location not accessible to visitors.
- Baby animals are cute, but their mothers can be fiercely protective. Provide extra control for situations where visitors are allowed to view or interact with babies.
- Breeding season can turn normally docile animals into overly protective livestock. Provide extra control when there may be breeding activity.

Physical Environment

There is a lot of physical space on a farm! Even a small urban farm is typically larger than most indoor spaces where people spend their time. Outdoor farm spaces are not perfectly level and uniform. The ground underfoot changes. There may be a lot of different types of structures, from fences to buildings to farm or garden equipment of all sizes, to electrical installations.

Buildings and fences on a farm may be in various states of repair. Broken boards, loose wires, bent or broken fencing panels or posts - these are all common situations. There is a lot of work to do on every farm, and those minor repairs often shuffle down the priority list. Your job as an event organizer is to pull these potential hazards up that priority list, and get them addressed before the event.

Then there may be more serious issues. It is typical for a farm to have at least one "junk pile," which could be attractive to children to climb on, but hazardous. Another potential attractive nuisance for climbing could be ladders - up the side of a silo, for example, or into a barn loft. Electrical

installations may not be well shielded. Farm equipment - tractors and implements - tend to invite climbing. Keys are often left in the ignition in a tractor or other self-propelled implement. Square bales stacked in a barn are possible to climb for even young children, but may not be stable, depending on the stacking method, and could tumble down. There may be manure pits or well pits. There are just a lot of potential hazards that the farm family is completely used to, and farm visitors are not.

Common Hazards Risk Reduction

- Equipment or materials hidden by tall grass/weeds
- Broken boards and loose boards with nails
- Fence wires sticking out
- Gates with broken or sharp edges
- Ladders
- Cinder blocks, pallets
- General rubbish & debris
- Low-overhead doorways
- Uneven steps or door thresholds
- Small hay bales in a climb-able stack
- Large hay bales with gaps between bales in a row
- Equipment with keys left in ignition
- Equipment that can be started without keys
- Equipment with sharp components
- Manure pit or well pit

Vegetation of Concern

Most of the farm's vegetation (crops, pasture, orchards, pollinator patches, trees, lawn) are precisely what drew people to the farm in the first place! But some plants are hazardous. Identify any of these potentially harmful weeds with the farmer, and make a plan to have them removed from areas where people are likely to be during the event.

Vegetation Risk Reduction

Poison ivy - causes rash in susceptible people

Stinging nettles - painful stinging and rash from touching nettles

Black Nightshade - poisonous weed with black berries that look edible but are not

Hemlock - poisonous weed; looks similar to Queen Anne's Lace

Tansy - contains neurotoxin; potentially harmful if handled with bare hands

Wild parsnip - causes burning rash if you touch the sap and expose that skin to sunlight

Well Adequacy and Water Testing

Even water can be problematic in the context of farm festival planning. If the farm's private well water will be used for hand washing, mixing lemonade, or serving plain water, then: look up the well on the MDH Well Index to see if there's a construction record. If there is not, and the farmer doesn't have a record in their files, then this well cannot be used as the water source for a public event.

If there is a construction record, then send a water sample to a laboratory to test for E. coli and nitrates/nitrites at least 2 weeks in advance of the event (4 weeks if there will be licensed food stands that need to use the water.) These tests typically cost around \$40 per water sample. Water testing laboratories in MN

An MDH well inspection would not be required if the water is served under an exemption from licensing. Typically MDH doesn't inspect wells for a Special Event Food Stand license either, but they may request a copy of a recent water test for E. coli and nitrates/nitrites.

Most county Extension or county Public Health offices will provide free sample kits and will take drop-offs of water samples and get them to a testing lab. They will only accept samples on certain days and hours, though, because there are very specific timelines for pulling a water sample and getting it tested. The instructions with a test kit will provide details on how to collect a water sample and the timeline for getting it to a lab.

Handwashing Risk Reduction

- Reducing risks by encouraging hand washing
- Importance of handwashing: UMASH has a wide selection of posters available for download and printing
- Ensure handwashing stations are readily available wherever people will be encountering animals. Encourage hand washing both before and after handling animals (people can transmit germs to animals, too!)
- Hand sanitizer is not an acceptable substitute for a handwashing station with running water, soap, and single-use towels.
- Build a simple, low-cost handwashing station. Sample instructions can be found here: <https://extension.umn.edu/growing-safe-food/handwashing-station>

Minnesota's Agritourism

Limited Liability Law

The State of Minnesota has a law that partially shields farmers who offer agritourism opportunities. Under that law, farmers cannot be held liable for injuries that may occur as a result of risks that are inherent to a farm.

Claiming the legal protections for agritourism requires posting signage about the law in a prominent place so that it can be viewed by visitors. Best practice: call visitors' attention to the posted signage as they arrive. This could be accomplished with individuals by pointing out the sign, or by handing out a flyer with the printed notice. With a group of visitors, the farmer or event organizer could read the sign out loud to the group before on-farm activities begin.

A difficulty farmers face with this law is in determining what are "inherent risks" and what counts as negligence on the part of the farmer. What the farmer thinks is an inherent risk might be considered negligence by court. Documenting the elimination or reduction of as many risks as possible is a good practice.

Notice Required Signage

W A R N I N G

Inherent Risks of Agritourism

Under Minnesota law, a provider of agritourism activities is not liable for injury, damage, or death of a participant resulting from an inherent risk of agritourism. Inherent risks include: natural hazards and conditions of land, water and vegetation; behavior of wild, domestic, and farm animals; ordinary dangers of farm, ranch, processing, and other machinery, equipment and structures; and, other dangers or conditions integral to an agritourism activity. Participants assume the inherent risks of agritourism activities.

MINN. STAT. 604A.40

Insurance

Yes, you likely need insurance for agritourism operations in Minnesota as standard farm insurance policies often do not cover visitor-related activities. You should secure specific insurance to cover agritourism or commercial, which can be an endorsement to your existing farm policy or a stand-alone policy, to protect against liability for injuries or damages that occur on your property. This is crucial because agritourism activities, such as hayrides, u-pick fields, or petting zoos, carry unique risks not covered by traditional farm insurance.

Why you need specific insurance:

Standard policies are insufficient:

Most general farm liability policies exclude activities involving the public, meaning you would not be covered if a visitor were to get injured.

Liability protection: Agritourism insurance provides compensation for injuries or property damage and covers legal fees if a visitor files a claim.

Unique risks: Activities like corn mazes, hayrides, and farm stays introduce new liabilities that require a specific type of coverage.

Minnesota's specific requirements: Minnesota law requires workers' compensation insurance for farm businesses that meet certain wage thresholds, and specific liability insurance is often needed to cover potential liabilities from agritourism activities.

Types of coverage to consider:

General liability: To cover injuries or property damage that occur on your property.

Product liability: To cover issues like foodborne illnesses if you sell food products.

Commercial auto: If you use vehicles for public transportation like hayrides.

Special event endorsement: If you have a one-time or infrequent event.

Commercial policy: If your agritourism activities are frequent or ongoing.

Waivers

The value of a waiver is to get people's attention. If you ask people to sign a document saying they understand the risks, they are more likely to take some responsibility to be cautious around potential risks on the farm. However, legal experts agree that waivers are not worth the paper they are written on in a legal sense. They will not carry weight in a civil or criminal proceeding.

Limited Liability Statute

Minnesota Statute 604A.40 provides some liability immunity for agritourism professionals, but only for "inherent risks" of agritourism activities, such as natural conditions or animal behavior.

Caveats to the Statute This law does not protect you if:

- Your act or omission constitutes negligence or willful disregard for safety.
- You have actual knowledge of a dangerous condition and fail to warn participants.
- You fail to post plainly visible warning signs with specific statutory language at prominent locations.

Necessity of Specialized Coverage Even with the statutory protection, a negligence claim could still result in an expensive lawsuit. Specialized agritourism insurance provides legal defense and coverage for claims that fall outside the "inherent risks" protected by the statute.

Specific Activities Need Review Activities not typically considered 'normal' farm operations, such as hosting weddings or operating a bounce house, may require additional, specific endorsements or separate commercial policies.

Action Steps:

Consult an agent: Work with an insurance agent who specializes in farm and agritourism insurance to ensure all potential risks are covered.

Disclose all activities: Inform your agent about all on-farm and off-farm ventures, including u-pick, farm stays, animal encounters, hayrides, and food sales.

Post required signage: To benefit from Minnesota's liability limitation statute, you must post specific warning language signs in prominent locations.

Consider additional coverages: Depending on your operations, you may need product liability (for food sales), workers' compensation (for employees), or liquor liability insurance.

Chapter 6

Keep Your Mind on Your Money

Sponsors, Vendors, Financials, and Who Manages the Money

To make the local food festival a positive experience all around, it's important that nobody loses their shirt in the process. In other words, the budget needs to come out balanced. On the expense side, you'll likely have costs related to permits/licenses, coordinator compensation, volunteer and host farmer stipends, promotion/

advertising, supplies, equipment rental (tents, porta potties, tables/chairs, etc.). Clearly, there needs to be a revenue side, which could include sponsorships, advance or onsite ticket sales, (reservation only?), vendor booths, food truck fees, and selling swag/merchandise.

Sponsorships

When approaching sponsors, think ahead about the value to them of participating in the festival. Will their presence stir customer appreciation and loyalty? Will they be able to develop marketing lists, customer contact info, on-site sales, social media & website traffic? Will they develop new supplier connections?

Some things to include:

- Brief description of your event
- Various levels of financial or in-kind support
- List of benefits that come with levels of support
- Photos of past events or farm
- Contact information
- Current sponsors

If your event is registered as a non-profit or you are partnering with a one, then indicate that their sponsorship/donation can have a tax advantage.



PARTNER & SPONSOR

December 5, 2020
Rochester, MN - Mayo Civic Center

6 YEARS STRONG!

This unique festival features local farms and foodmakers from Iowa, Minnesota and Wisconsin that make our region special. They're part of a vibrant local foods culture and economy, adding richness to our landscape through land stewardship, job creation, and social benefit practices.

How would you like to fuel the local foods movement?

Silver Tablespoon \$5,000 6 Wine & Beer tasting wristbands 4 General admission event tickets Logo on website Logo in FEAST! Local Foods Magazine 1/4 page ad in magazine Logo on sign at event	Wooden Spoon \$1,000 2 Wine & Beer tasting wristbands 2 General admission event tickets Logo on website Name in FEAST! Local Foods Magazine \$500 Business Sponsor 4 General admission event tickets Name on website
Bronze Teaspoon \$2,500 4 Wine & Beer tasting wristbands 2 General admission event tickets Logo on website Logo in FEAST! Local Foods Magazine Logo on sign at event	\$250 Friends of Feast 2 General admission event tickets Name on website

Sponsorship Contact:
Pam Bishop, Southern Minnesota Initiative Foundation
507-214-7013
PamB@smifoundation.org

www.local-feast.org
Facebook: /localfeastnetwork Instagram: localfeast Twitter: @Local_Feast



Vendor & Exhibitors Agreement

Having a farmers' market and vendor expo is great way to get local farmers and the community directly involved. A "marketplace" can also be a good source of income for the event. And just like how *good fences make for good neighbors*—a good vendor agreement with thorough communication is important for a successful event!

Consider controlling amount of particular items offered at the event. (*Except perhaps for the farmers. Make them VIP's.*)

To the right is an example from the MN Garlic Festival Application.

Highlights:

- Signed agreement
- Indemnity information on liability
- Requirements for food vendors
- Instructions: arrival, entrance, parking, times
- Reiterate rules for the event
- Schedule
- MN Department of Revenue "Operator Certificate of Compliance" ST19

Pricing Structure:

- Free
- % of vendor sales
- Flat fee

Vendor Booth Space:

- If space is tight, consider staggered set-up times
- Decide if vehicles can stay with spaces
- Indicate space size. (Example 10' x 10')
- Electricity - Safety information
- Require that canopies are secured for wind

Post-application communications:

Be sure to respond immediately to any application to acknowledge that you have received it. Let the vendor know when they will be notified as to when their application has been accepted or rejected.

Booth Size	Flat Fee	% of Sales	Total Booth Cost
Outdoor Booth 10' x 10'	\$100	10%	\$110
Outdoor Booth 10' x 20'	\$150	10%	\$165
Indoor Booth 10' x 10'	\$0	10%	\$0

Good Financial Management

Establishing good financial management practices early in planning your event is crucial for achieving goals, ensuring stability, making informed decisions, and navigating unexpected challenges. Here are just a few reasons you will want to keep good financial records.

Achieving Financial Goals:

Sound financial management provides a roadmap for setting and achieving objectives. And fostering long-term viability.

Informed Decision-Making:

Financial management relies on accurate data and analysis, which empowers you to make strategic, data-driven decisions.

Optimizing Resource Allocation:

Ensuring that funds are used in the most efficient and productive way possible.

Improving Cash Flow and Profitability:

By monitoring income and expenses, creating a budget, and managing working capital.

Banking and Tax Liability:

Deciding exactly where the revenue will go and how you will pay for expenses is a very important decision to be made early on in event planning. For example: does the host farm have a business account that will be able to manage the transactions?, or does it make more sense to set up a new bank account?, sometimes using a fiscal sponsor that is a registered non-profit can be a good choice. Running the finances through a personal, business, or sponsor can have very different tax implications. This is something you should discuss with your accountant.

Enhancing Credibility and Accountability:

Transparent financial reporting builds trust with your team, vendors, and sponsors.

Appendix B: Revenue and Expenses Worksheet					
Budget					
Festival Name _____		Festival Dates _____			
Source	Quantity	Revenue	Price per	Total Amount	
7 Grants					
8 Ticket sales - full price					
9 Ticket sales - discount price					
10 Ticket sales - discount price					
11 Sponsorship-level 1					
12 Sponsorship-level 2					
13 Sponsorship-level 3					
14 Other _____					
15 Other _____					
			Total	\$0.00	
				In-Kind Contributions	
				Total Revenue	\$0.00
Item	Quantity	Expenses	Price per	Total Amount	
24 Staff salaries					
25 Rent and utilities					
26 Marketing and advertising					
27 Event supplies - tents					
28 Event supplies - portapots					
29 Event supplies - entertainment					
30 Event supplies - _____					
31 Event supplies - _____					
32 Event supplies - _____					
			Total	\$0.00	
				In-Kind Expense*	
				Total Expense	\$0.00
				*In-kind expenses should mirror in-kind revenue	
Revenue less expenses				\$0.00	

Revenue and Expenses Worksheet

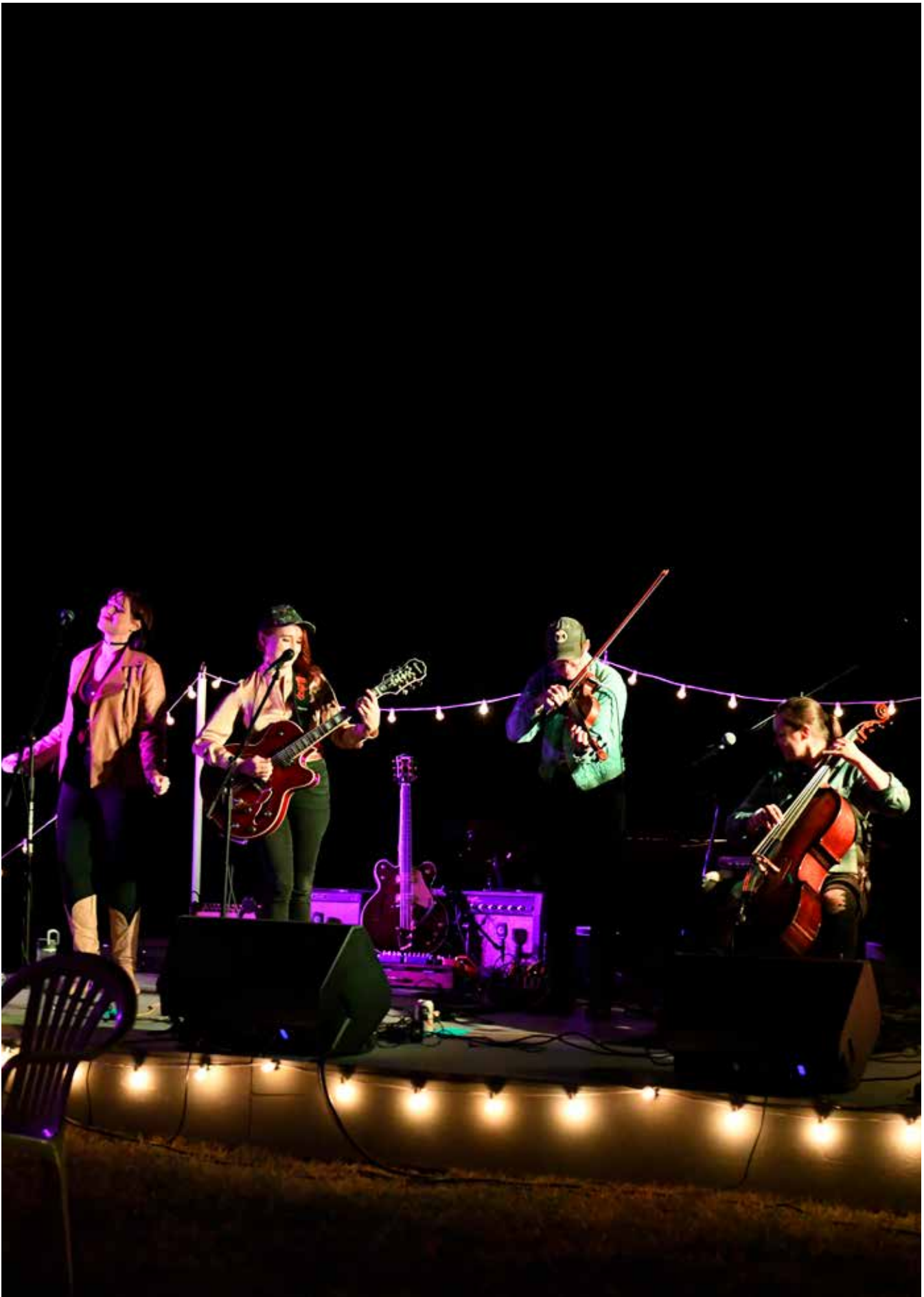
Creating a working Revenue and Expenses spreadsheet does not need to be a terribly complex document but should include your revenue, operating expenses, and net income.

Revenue: The total income generated from the event. Each revenue stream should have it's own line.

Operating Expenses: The costs incurred to run the business including rent, salaries, supplies, marketing, and insurance.

Net Income (or Loss): The final profit or loss after all expenses, interest, and taxes have been deducted from revenue.

This document is only as good as the dedication to being thorough. It can be difficult to keep on top of keeping the document up to date so we suggest that the team look at the spreadsheet at every meeting to asses if all expenses and revenues have been accounted for. And, what to do with all the profits?



Chapter 7

Brand on the Run

Marketing and Media

The word “marketing” may evoke images of Nike swooshes and Coke-a-Cola commercials, but at its core, marketing is simply the act of telling people what you are offering. In this case, what is being offered is an event featuring locally grown food, entertainment, and the experience of simply being on the farm. Marketing doesn’t have to be expensive or glitzy to be effective. It just needs to reach its target audience, and be communicated clearly and compellingly.

So, what is your marketing message - why should people attend the local food festival? Why would you attend it? Maybe it’s to get to know one’s neighbors better, to find out where and how to buy local foods, to support local farms and businesses, to celebrate local food and farming cultures and heritages, to familiarize one’s kids with agriculture and where food comes from, to enjoy an afternoon outdoors, or a combination of these motivations. Once you’re clear about what you’re offering and why folks would be interested, paint that picture for them - with words, images, colors, etc.

The clarity of the message will hinge on the details shared - the What, Where, When, Who, Why, and the How? So, your first task should be to get these questions answered:

WHAT will you call the event? Sample answer: (My Farm/County’s/Town’s Name) Local Food Festival!

WHAT is the event? Sample answer: It’s an on-farm festival showcasing locally grown and locally made foods.

WHERE is the event? Provide the location as a physical address that people can look up with GPS. Include the farm or facility name.

WHEN is the event? List the date, time, and duration.

WHO is hosting the event? Include your farm/business names and logos, including any logo you may create for the event/project. It should be very clear who is hosting this event, especially if you have a nonprofit or other partner. It is also good practice to include partners and sponsors in the promotional materials.

WHY are you having the event and WHY should people attend? Include a brief description of the purpose/mission/goals, such as: “Join us for an on-farm festival celebrating the roots of our food by bringing together upbeat music, delicious local food, and farmers, and community.”

HOW can I find out more? Provide a website and/or contact info and perhaps a QR code.

HOW much does it cost? Note the cost or that it is “free to the public”

HOW do I pay? Provide instructions, such as: “Reserve tickets here” or “Pay at event”

HOW can I get involved? Sample answer: I want to volunteer, a vendor to be a sponsor. Please contact us at: _____

Use the information detailed above to create clear and attractive marketing materials, and then disseminate them broadly via local radio stations, news media, social media, community bulletin boards, and directly to folks in your personal and professional networks. Personal invitations are a great way to build out those relationships and to

amplify your reach. Encourage folks to spread the word! Consider the types of materials you want to use, such as press releases, posters, simple informational fliers, or infographics. When creating graphic materials, keep in mind that original, sharp photography attracts attention; limit the use of clip art and blurry, poor-quality photos.

Be choosy and fussy about the visual design, which will be the first thing people see in relation to your event, and will create their first impressions. To accommodate and encourage reporters to attend your event, you can also bundle the press release and an informational brochure about your farm or organization, for example, into a media “kit” (or folder).

Common marketing mistakes

- Lack of consistency
- Thinking you need to spend big to get big results

- Focusing solely on digital
- Expecting others to communicate your story/ promotion for you without giving them language/ guidance.

Wrapping up and thinking ahead to next year

- Take photos! Or assign someone else to take photos - so you have them for next year’s promo materials
- Send thank you notes to people involved: vendors, musicians, sponsors, volunteers, etc.
- Continue to promote the event even afterward by posting highlights on social media and/or in your newsletter.

Marketing Examples

Market Materials and Media Kit

Decide what you want: Posters? Postcards? Digital materials only? Media kits vary widely. It’s okay to stick with the basics: an information sheet with event logistics, location, logo/s, and contact information of organizers. A media kit is also a good place for materials that would be a great resource for a reporter: A recent press release, a newsletter about your organization, etc.

Logos for various Come & Get It! on-farm events.



Flyer for Deep Roots Festival.



Chapter 8

So, How You Doin'?

Data Collection, Attendee, Vendor and Staff Reviews, Budget Reviews, Save the Date for Next Year

If your local food festival is an annual event, then data collection and review is essential. Knowing concretely how many people attended, how much revenue was generated, how many business connections were made, and how much people liked the event provides the planning team with a benchmark for improvement. Moreover, it will provide future vendors, sponsors, and volunteers with evidence about the value and impact of participation, and serve as encouragement for them to participate again, to attract new sponsors and vendors. Even if your festival is not meant to be more than a one-time hoorah, the collected data can also be provided to your sponsors, and may be required if part of the funding came from a grant. It is also gratifying to know how it went for those involved.

Consider tracking:

- Number of attendees
- How people learned about your event
- Sales by vendor
- other???

You can gather this information with a survey, which should be short and sweet - no longer than a page if you want people to fill it out. You can encourage responses also by not requesting personal information like names, addresses, etc., or you could make this optional: "If you'd like to be on the mailing list for the festival".... But to get a sense for where folks are coming from, you could have them share their zip code.

Counting the number of attendees is easiest if you have a ticketed event. If you do not have a ticketed event,

though, you're not out of luck. You can still estimate the turn out, even if it ends up being slightly off because of people coming and going, or re-entering. You can do this by creating a clear entrance point and having staff or volunteers with counters count who enters.

Once you have all the data in hand and summarized, use that information and your own experience and impression to answer the following questions:

- What did we set out to do?
- What did we actually do?
- How and Why did it turn out the way it did?
- What will we do differently next time?"

Vendor Survey

Please complete this questionnaire. It helps us to improve the event and provide feedback for by some of the sponsors of the event.

Please select which best describes your business/booth. *(Check all that apply)*

- Farmer/Producer Value Added Products Ready Made Food/Drink Artisan
 Educational Service Provider Other (Specify): _____

Rank your goals for the event from most important to least important.

	<i>most important=</i> 1	2	3	<i>4=least important</i>
Sell Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand building/exposure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build awareness of local food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Estimate total onsite sales for today if applicable. _____

Did you make connections with any of the following? *(select all that apply)*

- New Customer Current Customer
 Wholesale buyer in your area Retail buyer in your area

Please rate your overall experience with today's event.

Poor Excellent

Please rate the pre-event communications

Poor Excellent

Please rate the consumer attendance

Poor Excellent

Please rate your sales

Poor Excellent

Please share any thoughts or recommendations that you have

We hope you were satisfied with this event. Can we send you a follow-up survey in a few months? If Yes, please provide one of the following so we can send you the survey link.

Email address _____ - OR - Phone number _____

Thank you!

Attendee Survey

Please complete this questionnaire. It helps us to improve the event and provide feedback for by some of the sponsors of the event.

Where did you hear about this event? (*Check all that apply*)

- Direct invitation Friends and families Poster/flier Comes and Get It! website
 Radio TV commercial Facebook Instagram Other (Specify):

What is the primary reason you came today?

How often do you...

- rarely= 1* 2 3 4 = *frequently*
- Visit on-farm events?
- Seek out local foods?

How much did you enjoy the event today?

- Not at all Very Much

Did you learn something new about local foods in your community today?

- Yes No

Tell us about your purchases?

- Made at least one purchase from a farmer/food business that I HAVE purchased from before.
 Made at least one purchase from a farmer/food business I HAVE NOT purchased from before.
 No purchases

Do you work in any of the following industries?

- Wholesale (food) Retail (food) Restaurant Grocery Store N/A

After this event are you planning on making more local food purchases?

- Yes No

What is your Zip Code? _____

We hope this event encourages you to support your local farmers by purchasing from them and businesses who source local foods. Can we send you a follow-up survey in a few months? If Yes, please provide one of the following so we can send you the survey link.

Email address _____ - OR - Phone number _____

Thank you!

Staff & Sponsor Reviews

After all the feedback from vendors and attendees, it is equally important to take the pulse of sponsors and volunteers. You probably don't want a form for them to fill out - a casual conversation may be more productive.

Ask them if the event was like what the envisioned? What was their experience like? Where do they see improvements to be made? And most important, would they participate again in the future?

Event Review

Make an "annual report" - nothin' fancy, a few photos, quotes from surveyed people, maybe a brief financial review. You don't have to include every detail or comment, but there's nothing that builds community like good communication!

This document will also come in handy when you are fundraising, recruiting vendors and exhibitors, or workshop presenters.

Next Year?

Well, you made it through the event and now you need to decide how to move forward.

You've reviewed your finances, surveyed key people involved, and have some ideas on how to improve on the event.

Now it's time to start over with a new projected budget based on actual numbers and with new insight into what it will take to do it again.

Did the event meet your vision and goals? Was the Reward to stress quotient high enough? Are you ready to "throw open the farmgate" again?

Save the Date

Here is a sample of the *Save the Date* Flyer for Aitkin Summer Farm Festival. It includes the date, time, location, and activities to expect. It is good to include a line that indicates that "plans are subject to change" and they should check back at the link provided for updates.

AITKIN SUMMER FARM FESTIVAL

SAVE THE DATE
Sunday, August 6, 2023
11am-3pm

 Local Farms	 Crafts	 Food & Drinks
 Tours & Demos	 Education	 Music

Join us for a fun farm day at North Glen Farm
and Clear Lake Gardens, 31213 292nd St.
Glen Township, Aitkin County
clearlakegardens.org/events

urban
656 selby avenue
saint paul, mn 55104



rural
312 center street
hammond, mn 55991

www.renewingthecountryside.org

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