



Eight week farmers' market timeline

Week 1 – Starting

Week one is the start of your school's journey to market. This is the time to introduce the concept of a farmers' market to the children and discuss when and where yours will be run.

Bronze criteria: B.2.0: Our School Nutrition Action Group (SNAG) has led a review of food culture in our school and actions have been arranged.

Suggested activity: Arrange for your SNAG, school council or eco-club to meet at the start of your market project to consider food culture in the school. Introduce the concept of the market and discuss how running this could improve food culture by raising awareness of fresh and locally produced food.

Week 2 - Planning

Week two is the time to start planning the main stages of preparation as you work towards your market. Come up with ideas of things to make, grow and cook; as well as putting together a timeline of activities.

Bronze criteria: B.2.0: Our School Nutrition Action Group (SNAG) has led a review of food culture in our school and actions have been arranged.

Suggested activity: Meet with your SNAG, school council or eco-club again. Agree a list of market planning actions and delegate roles e.g. marketing, growing etc.

Week 3 – Growing

Week three is the time to think about growing produce for the market. Start by planting quick and easy things such as herbs or micro salads. If you have a longer term growing plan already established, you can coincide your market date with when most of your produce will be ready to sell.

Bronze criteria: B.3.2: Our pupils have the opportunity to grow and harvest food and make compost, and this is linked to wider learning.

Suggested activity: Produce grown in the grounds can be used when cooking for the market. Consider having a plant stall selling tomato plants grown in the school greenhouse. And don't feel restricted by the seasons – many schools have



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grown salad leaves indoors a few weeks before the market. Growing can be linked to a range of curriculum subjects. Calculating material costs, pricing produce and designing a planting regime can all be linked to numeracy.

Week 4 – Local Producers

Week four is the time to think about the journey that food takes before it reaches the market and our tables. There may be opportunities to visit a local farmers' market or farm and to invite producers to have a stall at your market.

Bronze criteria: B.3.3: We organise an annual farm visit, and this is linked to wider learning.

Suggested activity: A visit to a local farm provides an opportunity to see first-hand the growing and farming cycle. Inviting your farm to have a stall at your market allows pupils to understand the complete journey from 'field to fork'. Pupils will get to speak to local producers at the market and find out more about food production. Links may also be made with other local farms, opening up opportunities for future visits or talks in school from friendly farmers.

Week 5 – Promoting

Week five is the time to think about how you might promote your market. Discuss how best you can promote your market and what constitutes an eye-catching poster.

Bronze criteria: B.3.0: We use the topic of healthy and sustainable food as a theme for assemblies.

Suggested activity: Farmers' Markets are a great theme for an assembly about the importance of healthy, local food. Hold your assembly a few weeks before the market to let the whole school know what the plans are and how each year group could get involved.

Bronze criteria: B.4.1: We make efforts to actively engage parents and/or the wider community in our growing and cooking activities.

Suggested activity: Put an article in the school newsletter inviting any parents to help with growing and cooking for the market. Remember to use this article as an opportunity to showcase how your market is helping the school towards its Food for Life award.



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Bronze criteria: B.4.2: We share Food for Life learning with local schools, the wider community and other partners.

Suggested activity: Farmers' markets provide an opportunity to invite local schools and the wider community in to learn about what the school has been doing for its bronze award and to see the market as an example of this work. Ask the children to produce posters detailing their market preparation and display them on market day. Invite your cluster schools to the market – maybe they could even have a stall of their own. Encourage your school to celebrate and share their enterprise learning experiences.

Week 6 – Preparing

Week six is time to get creative and to start preparing all of those resources you will need on market day. Start to create your posters and flyers, as well as putting together a questionnaire for market day.

Bronze criteria: B.2.2: We consult with our pupils and parents on school meal improvements.

Suggested activity: Create a questionnaire for market day. Pupils can ask parents their views on the market and the range of produce available, as well as their thoughts on school meals. Remember that the pupil voice is important too.

Week 7 – Cooking

Week seven is the time to prepare all of the fresh produce that you will be selling at your market. Start harvesting your vegetables and dig out some healthy recipes to help you get creative in the kitchen.

Bronze criteria: B.3.1: Our pupils have the opportunity to take part in cooking activities, and this is linked to wider learning.

Suggested activity: Get the children to prepare soups, healthy pizzas using home-grown toppings, cakes, breads and other produce for the market. Each year group could prepare a different product (such as chutneys or juices) and be responsible for a stall of their own. Cooking can be linked to a range of curriculum subjects. Calculating ingredients costs and pricing produce can be linked to mathematics, whilst following recipes can be linked to literacy. The whole project is a great way of developing enterprise learning in the school.



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Week 8 – Launching

Week Eight is what it's all about! Your market is upon you, so get those last minute preparations done, allocate job roles for the day and have fun.

Bronze criteria: B.2.3: We keep parents informed of lunch menus and Food for Life activity and invite them to attend our school lunches.

Suggested activity: Consider putting on a special school farmers' market lunch on the day of the market or provide free lunch samples during the market. Promote the market to parents, provide school meal information and involve the school cook and lunchtime staff on the market day.

Bronze criteria: B.4.0: We hold an annual event on a food theme for our pupils, parents and the wider community.

Holding a School Farmers' Market is a great way of engaging the school and its community with local food and an opportunity to promote school food. Schools with culturally diverse communities can celebrate different food cultures through their market.

B4.2: We share Food for Life learning with local schools, the wider community and other partners.

Your School Farmers' Market is a great opportunity to celebrate and share your Food for Life work with the community. Consider inviting other schools along to see what you have been up to and possibly even to have a stall of their own at your market.