



EVENT PLANNING TIMELINE

Find all of the Shop & Taste Resources by at https://newmexicofma.org/shop_and_taste.php



Requirements:

- **Register:** and get approval for funds to host a “Shop & Taste” event at your farmers' market by filling out this [form](#)
 - **Understand:** [food sampling at your market](#).
 - **Obtain:** a [one-time food permit](#) from the [NM Environment Department](#)
 - **Invoice:** for reimbursement from the NMFMA requires a short paragraph report and a few photos of the event.
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Timeline:

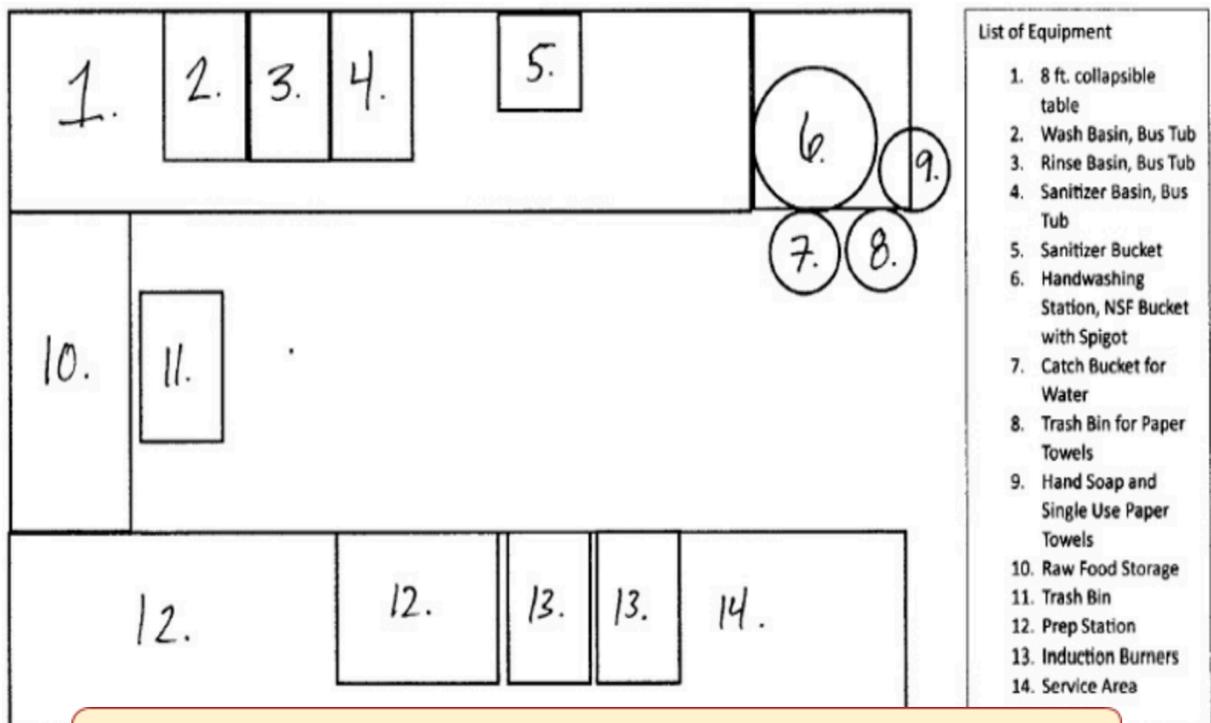
We've made a sample timeline to help you stay organized and on top of planning your event from six weeks out to the day of. Use what works for you and your market.

Six Weeks Prior to the Event

- Now is the time to contact and schedule with a local chef or organization that will be participating in the event (if you haven't already). Make a clear plan as to who will be doing the planning and prepping and purchasing. It is recommended to work with a partner who has a Certified Kitchen Manager's license and has experience preparing and serving food in an outdoor venue.

Here are some resources for serving food to the public at farmers markets:

- [ABQ. Street Food Institute: How To Host A Tasting Event](#)- slideshow
- [Food Sampling at Farmers markets](#)- webpage
- [Temporary Food Establishment permit from the NM Environment Dept](#)- Example Food Tasting Booth Setup (Simple Example)



Tip! Section 10 of the Environment Dept. Permit will ask you to draw your booth setup. Here is an example you can use to design your demo booth.

Five Weeks Prior to the Event:

Plan the Menu: The demonstration doesn't have to be complicated.

- Featuring a sampling of a food that is less familiar to the consumer and also available at your market is a great way to introduce customers to new items without having a full cooking demo.
- For uncommon ingredients, provide as much information about the food as possible. Items like kohlrabi, eggplant, or other unfamiliar produce can be exciting for customers to learn about and might become a new favorite food that brings customers coming back to your market!
- Think of seasonal produce and ease of preparation and serving.
- Keep menus approachable. Use commonly known cooking techniques to highlight produce at its peak of seasonality (and lowest cost) while encouraging guests to challenge their culinary skills.
- Make the tasting menu simple. If you're doing a cooking demo, the more complex a recipe is, the higher the foodborne illness risk.

Tip! Check the [recipe section on the NMFMA consumer website](#) to find easy, seasonal recipes like these for [radish salsa fresca](#), [corn jalapeño salad](#), [stone fruit salad](#)

Gather items for your event

- A canopy (or two) to cover the prep and serving station
- [A hand-washing station](#)
- Sanitizing station to keep things clean during the event. A small washing setup: a basin for washing with soap, rinsing, and sanitizing small wares. The easiest solution is a portable table with [bus tubs](#).
- Cooking station: depending on the menu you'll need outdoor cook and prep area
- Serving supplies for offering samples to market visitors.
- Apply for a [Temporary Food Establishment permit from the NM](#)
This permit is necessary to serve food to the public outside of an approved establishment, even [samples at the market!](#)



Four Weeks Prior to the Event

- Plan for recipe ingredients you will need from vendors
- Start event outreach and check out our Shop and Taste resources page for [customizable templates](#) and ideas for marketing and customer outreach with the [Media and Press Release Tool Kit](#)
- Invite the chef to the market to meet with vendors and familiarize themselves with the event location
- Apply for a [Temporary Food Establishment permit from the NM Environment Dept.](#)- permit application. See suggestion above

Three Weeks Prior to the Event

- Recruit volunteers to help on event day. For example, you may need a photographer to cover the event and/or more set-up and teardown support. Communicate with all of your volunteers through an email or a Google doc, so they can all know when they need to arrive and what is expected of them.
- Plan the recipe and make a list of recipe ingredients you'll need from vendors.

Two Weeks Prior to the Event

Make sure you have everything ready for the recipes:

- Use these templates to customize and [print recipe cards and table placards](#)
- Confirm with vendors who will be supplying the food for the demo that they harvest enough for the tasting event and for market sales that day

One Week Prior to the Event

- Confirm with chef, vendors and volunteers to help with set up and photos.

Day of the Event

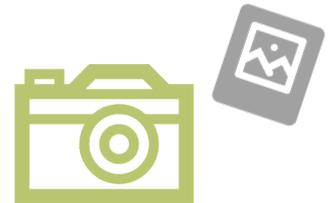
Booth set up:

- Canopy
- Hand washing station
- Cooking/prep/plating station
- Serving station
- Trash can

Tip! Ensure a comfortable experience for the tasters:

- Seating: if possible, have adequate seating for guests.
- Shade: As the temperature heats up, provide shade for guests - i.e., tents, umbrellas.

Capture your event with photo and/or Video: check out this [Photo Shot List](#) and capture some shots of your event.



Shop with customers: Shop with the participants around the market. Offer suggestions on which produce items pair well together.

Prep & Cook: Prepping is an important part of the demonstration. Educate your customers about how produce is washed and stored prior to cooking and serving. Food prep can be daunting when market shoppers encounter new foods.

Tasting: Use single-service items to distribute tasters to customers. Examples are paper plates, cups, napkins, plastic utensils, wooden sticks, or toothpicks. The customer can then dispose of single service items once the sample is consumed.

After the event:

- Send us an [invoice](#) , a short paragraph describing the event , and a few photos of the event along [with this general invoice](#) (or use your own) for funds reimbursement from the NMFMA



More ideas for the event:

- Showcase Double Up Food Bucks resources and signage and feature menu items that can be purchased with Double Up Food Bucks
- Partner with a certified health educator (like a home economist or ICAN educator from your local Cooperative Extension office) to bring nutrition in to the menu
- Give customers the option to sign up for GoodFoodNM text messages. Display GoodFoodNM signage at the event.
- Have a clipboard with a sign-in sheet or a notebook to gather customers' names and email addresses, so they can be included in a mailing list.

Need Help?



If you have questions about "Shop and Taste" events at your market, including how to apply to participate, be eligible for reimbursement, and much more, please contact:

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