# Beginning Farmer Farmers Market Promotion Program Guide

A guide to the Farmers Market Promotion Program. It helps applicants understand the purpose, plan a project, and organize an application. Fill it out in pencil so it is easy to update.

Farm / unit: _____ Date: _____ By: _____

1. Learn the program purpose
2. Review the current notice
3. Check eligibility
4. Define the project idea
5. Plan activities and outcomes
6. Prepare a budget
7. Find partners
8. Gather documents
9. Track deadlines

**YOUR NOTES**

**TIP** Read the official AMS program page each year for current eligibility and deadlines.