Farm Marketing Calendar

A farm marketing calendar for planning what to promote and when, across seasons, markets and holidays, so owners line up products, posts and events with real availability.

Farm / unit: _____ Date: _____ By: _____

Year covered

Products in season

Market and event dates

Holiday promotions

Social media posts planned

Email or mailing dates

Signs and displays needed

Budget for promotion

Partners or cross-promotions

Results to track

TIP Plan promotions around what you can really supply, and check labeling rules for your products.