Farm Promotional Event Checklist

A farm promotional event checklist for farms hosting sales days, tastings, or special offers. It covers planning, promotion, safety, supplies, and follow-up for each event.

Farm / unit: _____ Date: _____ By: _____

ITEM	OK	FIX	N/A
Set the goal and date	☐	☐	☐
Choose the location and layout	☐	☐	☐
Promote the event ahead	☐	☐	☐
Plan products and specials	☐	☐	☐
Arrange payment and bagging	☐	☐	☐
Check safety and insurance	☐	☐	☐
Assign staff and volunteers	☐	☐	☐
Prepare signs and supplies	☐	☐	☐
Follow up with attendees	☐	☐	☐

NOTES / REPAIRS NEEDED

TIP Record sales and attendance at each event so you can tell which kinds are worth repeating.

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