

MAKING THE MOST OF A POTLUCK AND FARM TOUR

Planning

- Ask a well-known farmer, someone who will be a “draw” to host the farm tour.
- Choose a date and time that is likely to fit with farmers’ schedules. The best day of the week may depend on the market or CSA pick-up days in your area.
- Advertise widely using as many different ways as possible! That means email, mail, flyers, phone, in person.
- Usually, the more personal the invite, the better the turn out.
- Ask people to RSVP or sign up to bring a dish. If people commit in some way, they are more likely to come.



Logistics

- Consider whether the host has enough indoor space for everyone in case the weather is a problem. As an alternative, set a rain date as a back-up.
- Ask people to bring their own plates, silverware, and cup. It’s important to make it a good experience for the host-farmer and minimizing the cleanup that they have to do goes a long way.
- Consider the seating options: Are there tables and chairs? Hay bales? Or are folks okay sitting on the ground?



Content

- Have each farmer introduce themselves to the group in case some farmers don’t know each other.
- Consider having a theme for the farm tour: what is unique or special about the host farm?
- Remind the host not to be afraid of pointing out the biggest challenges on the farm: you can learn as much or more from what has gone poorly as you can from what’s gone well.
- The social time could be free-form mingling, structured mixing, discussion groups, or a combination. What do you think people would be most comfortable with? What would they enjoy the most?

Afterward

- Stay in touch with the group: collect comments and feedback, and ask for volunteers to host the next gathering.
- Based on comments and interest from growers, identify the future hosts and potential topics.
- Start planning the next one!

