

Connecting Communities ON-FARM EVENT RESOURCES



Open barn doors with these resources

In 2024, Michigan Farm Bureau is launching resources, templates, and a grant initiative to encourage county Farm Bureaus to conduct adult-focused consumer outreach to build relationships along the farm to fork path. When planning your county Farm Bureau's Connecting Communities programming, consider the resources available from MFB to support farm tours, farm dinner events, open houses, agritourism, or similar activities.

Guidebook for Hosting On-Farm Events

The updated *Guidebook for Hosting On-farm Events* is your go-to resource for planning and hosting an on-farm event for consumers.

The *Guidebook for Hosting On-farm Events* includes:

- Planning timeline
- Budget templates
 - » List of suggested supplies
 - » List of vendors needed (example: caterer, chair/table rental, etc)
- Print and digital invitation templates
- Suggested signage/materials (example: agricultural fact signs, directional/event signage)
 - » Templates already created, just add your details and print via the MFB Print Shop
- Template emails for sponsorship solicitation with list of partner ideas
- Farm safety suggestions

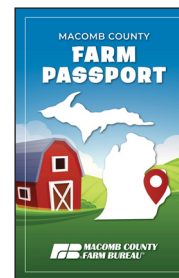


Farm Visit Passport

Encourage residents to visit local farms by starting a *Farm Visit Passport* program in your county! Destinations can include member farm markets, U-pick farms, greenhouses, and more!

Here's how the program works:

- Participants pick up a *Farm Visit Passport* at the county Farm Bureau office or a participating farm.
- Participants fill out their name and contact information on the back of the passport.
- Each time a participant visits a participating farm, they receive a stamp in their passport.
- Once all stamps have been collected, participants turn in their passport at the county Farm Bureau office or a participating farm.
- At the end of the season, put the names of those who completed their passports into a drawing for locally raised products.



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Budget Considerations

Item	Approximate Cost
Digital Invitations	\$00.05/recipient
Print Invitations (5"x7" double-sided)	\$18.00/50 invites
Commodity Posters (24"x36" corrugated w/ grommets)	\$30.00/each
Directional Signage (18"x24" corrugated w/ metal stand)	\$19.00/each
Farm Visit Passports (5.5"x8.5" 4-page booklet)	\$45.00 for 100
Event Supplies and Vendors	***
Event Food and Refreshments	***
Event Giveaways/Passport Prizes	***

***Costs will vary.



County Farm Bureaus are eligible for \$1,000 toward Connecting Communities initiatives. Applications must be submitted by October 1, 2023. Scan the QR code to apply.

