



4 Seasons of Marketing at Farmers Markets

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Fall (Q4 – October-December)

Gather & Organize

- **Preparation** – organize data, materials, and other info
- **Evaluation** – review sales, costs, analytics, ROI
- **Content** – start planning social, web, and storytelling materials
- **Engagement** – maintain relationships with customers
- **Promotion** – can you make any holiday-related sales?
- **Outreach** – participate in local events and community marketing



Winter (Q1 – January-March)

- **Evaluation** – were all market channels worth it? All products?
- **Goals** – set SMART targets for sales, customers, and growth
- **Plan** – build your marketing calendar for the year
- **Pricing** – review costs, assess competitor pricing, adjust
- **Digital** – organize photos, update website, email, & social
- **Outreach** – maintain newsletters, update print materials



Spring (Q2 – April-June)

- **Retention** – loyalty cards, referrals, tracking repeat customers
- **Promotion** – highlight openings, launches, and fresh products
- **Digital** – social posts, emails, reviews, and QR engagement
- **Community** – local events, posters, and public presence
- **Storytelling** – photos, farmer features, and recipes
- **Adjustment** – price review and data-informed tweaks
- **Record Keeping** – Choose a system and USE it



Summer (Q3 – July-September)

- **Engagement** – maintain consistent online updates—especially after school starts back
- **Events** – coordinate with fairs, fall festivals, back to school events
- **Document** – now is the time to take field and in-season photos/videos
- **Adjustment** – refine pricing and strategy based on mid-year insights
- **Record Keeping & Organize** – Choose a system and USE it



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