

Farmers' Market Commission 2025 Workplan

Enabling language	Project	Outcomes	Timeframe	Responsible Party	Cost	Budget request
18-2-11 (D) Farmers' Market Ordinance	Village of Oak Park Earthfest TBD(Hosted Implemented by by Public Works and Village Sustainability division)	Community outreach and raising awareness of the Farmers' Market and market sustainability goals.	April (close to Earth Day)	Sustainability committee, Volunteer Committee (to recruit)	Nominal staff time and volunteers. Minimal cost.	
18-2-11 (D) Farmers' Market Ordinance	Go Green Days	Provides opportunity & space for not-for-profits & village depts with sustainability missions to create community engagement and education on sustainable initiatives. Creates greater awareness of sustainability at the market.	First two Saturdays of Market in May (Planning begins in February and early March with communications, logistics & creating map.)	Sustainability Committee, supported by Events Committee	No cost	
18-2-11 (D) Farmers' Market Ordinance	Children's Activities	Engage children and parents. Education on sustainability, locally grown produce, farming, farm-related themes, books and community building.	At least once per month	Children's Event Committee Lead	Largely volunteer coordinated with nominal staff personnel costs,	Budget request for sign-up fee. \$120

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18-2-11 (D) Farmers' Market Ordinance	Corn Roast Event	2024 Corn Roast saw \$3,912 in sales which was an increase of \$1,594 from 2023. This was as a result of increased volume sales and +\$1 per ear price increase (\$3 total). The Market saw the highest attendance of the year at 6,180 people. Commission will run this fundraiser event selling corn at Farmers' Market, creating more foot traffic into market, growing engagement. Funds are a small offset to cost of running market.	August (Start planning with supply ordering and communications at June meeting)	Events committee lead in coordination with Market Manager	Largely volunteer coordinated with nominal staff personnel costs, Corn Roaster Rental (Budgeted under Farmers' Market budget)	
18-2-11 (D) Farmers' Market Ordinance	Pie-Baking Contest	Commission will run this event to increase community outreach and engagement as well as promotion of market products and farmers. We had 16 applications with 12 participants. Second highest attendance of the season with 5,322.	September, during harvest season (remember to avoid Rosh Hashanah) (January/February: review ideas for making this event a fundraising event and decide what month we want to host this event. Start recruiting for bakers and judges 2 months ahead)	Events Committee	Largely volunteer with nominal costs including ribbons and market booth prizes, printing and advertisement (Budgeted under Farmers' Market)	

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18-2-11 (D) Farmers' Market Ordinance	Apple Heritage Festival Postponed until 2026 due to 50 th celebration	Commission will run this event which celebrates the many varieties of local apples our vendors bring to the market. Apple tastings, contests, and a special guest appearance of Johnny Appleseed are possibilities. This one-day event can also be educational on the history of apples in the U.S.	October (t planning to start in June 2026, make it a point to reach out to vendors about when apples will be available)	Events committee	Minimal costs for signage, prizes or giveaways, decorations, etc., budgeted for in the Farmers' Market Budget	To be provided in 2026 Work Plan
18-2-11 (D) Farmers' Market Ordinance	Stone Soup Event	The Market saw 4,008 people attend on the day of Stone Soup. We served 20 gallons of soup. Made by Carnivore with donations from market vendors. Commission will run this event showing appreciation of vendors and customers. appreciation event to Increases market foot traffic and encourages patron engagement with the Market through at the end of October.	October	Events Committee lead in coordination with Market Manager	Environmental Health Staff to review Temporary Food Applications and provide food safety consultation, (Budgeted under Farmers Market Budget)	
18-2-11 (D) Farmers' Market Ordinance	Sustainability Education Station	Create an interactive station pop up on-site (possibly at Information Tent) at the Market to teach customers more about sustainability practices and opportunities at the Market and in the community.	May-October Volunteer recruitment efforts and partnership creation to start in the spring and are ongoing	Sustainability Committee in coordination, the Sustainability Division, Public Works, and the EEC	Costs would depend on activities chosen, though should be minimal	

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		Commission to partner with vendor liaison and communications to ensure consistent communication about sustainability practices and efforts at the market. Focus on Plastic Free July to highlight local organizations and efforts to become a more sustainable community				
18-2-8(A)(1)(b) Farmers' Market Ordinance	Food Demonstrations	Propose a list to market manager of candidates from current vendor roster to consider for food demonstrations.	TBD	Commission membership	Environmental Health Staff to review necessity of temporary food permit (to review offseason), or food permits themselves if ordinance is not amended off-season.	
Proposed language in 18-2-8(A)(1)(b), based on Board Approval	Prepared Foods Pilot Program	Keep customer engagement and drive foot traffic.	Up for consideration in 2026	Staff led with commission support as needed.	Environmental Health staff to review program and provide guidance. Advertising and marketing this new endeavor.	

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18-2-11 (D) Farmers Market Ordinance	Producer site visits	Site visits ensure the integrity and authenticity of the market and its' products. Need to start planning a schedule in February.	March – October	Any commission member can request a site visit, which the staff can consider based on capacity, time and budget	Staff personnel costs, travel costs (Budgeted under Farmers' Market budget)	
18-2-11 (D) Farmers' Market Ordinance	Customer Survey	2024 Survey received 214 respondents. Net Promoter Score: 8.95 Information gathered will improve market operations and improve market for vendors and patrons.	Ongoing May - October Review and edit survey beginning in February	Communications Committee lead	No cost (use Village's community engagement tools)	
18-2-11 (D) Farmers' Market Ordinance	Vendor Survey	Information gathered will improve market operations and improve market for vendors and patrons.	Send out in November 2025 Review and edit survey in August	Communications Committee lead in coordination with Market Manager	No cost (use Village's community engagement tools)	
18-2-11 (D) Farmers' Market Ordinance	Use of social media & other communication tools	Commission will communicate upcoming special events to Village staff and encourage the Village to use all the available social media tools to advertise the event. Farmers' Market. Commission members will	January – December	Communications committee and Events Committee in coordination with Market Manager	Farmers' Market, and Communications staff time (Budgeted under Village budget personnel). Printing and advertisement (Budgeted	

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		also share market events on social media when able.			under Farmers' Market & Health Department budgets)	
Need enabling language	Planning for 50th Anniversary year	Special programming, communications, merchandise and events for the 50th anniversary of the Market	2025 Season	All commissioners		\$2,075 per Comm'r Stewart's report.
18-2-11 (D) Farmers' Market Ordinance	Networking with other Farmers' Markets	Commission chair and members to network with other Farmers' Market organizers to learn best practices of other markets. Commission recommends joining the ILFMA	January – December	All commissioners	No reimbursable costs	
18-2-11 (D) Farmers' Market Ordinance	Amend Farmers' Market Ordinance	As needed, will work with Farmers' Market staff, Environmental Health Supervisor and Village Attorney to submit an amendment to the Farmers' Market Ordinance to Village Board. Amendments will improve Market operations.	Ongoing	All commissioners in coordination with Village Staff	2025 Staff personnel costs (Budgeted under Farmers' Market, Health Department, Law Department & VMO budgets)	

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Need enabling language	Reducing plastic bag use at Farmers' Market	Create a plan to present to village staff on reducing plastic bag usage at the Oak Park Farmers' Market. Components could include policy adherence, cost, and education. This will be done as a step towards the ultimate goal of eliminating plastic bag usage at the Market.	Estimated timeline: Plan completed March 2025. Pilot elements of the plan throughout 2025 season. Start writing enabling language in January	Sustainability committee take lead and work with Sustainability Director with the village.	Implementation of plan may have budget implications.	
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Budget total: \$2,195