

Farm Identity

Goal(s): What do I want this event to accomplish?

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What is my farm story?

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What is my family story?

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What is my event story?

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## Farm Assets

### BASIC NEEDS

- Power
- Water
- Handwashing
- Washrooms
- Garbage
- Recycling
- First Aid Kit
- Emergency Numbers
- Fire Suppressants
- Emergency Plan

### COOKING

- BBQs
- Fire Pit
- Grills
- Ovens
- Smokers
- Food Storage
- Coolers
- Refrigeration
- Freezers
- Utensils for Prep & Cooking
- BBQ Brush & Cleaning Supplies
- Prep Space
- Food Trucks
- Chef or Caterer
- Ice

### HOSTING

- Check-in/Reception
- Picnic Tables
- Tables & Chairs
- Patios, Umbrellas
- Barns, Tents or Shelters
- Indoor or Outdoor Seating
- Open Spaces for Casual Seating
- Viewpoints
- Serving platters & Utensils
- Plating, Flatware, Glasses
- Farm Wayfinding Signage
- Allergen Identifiers
- Servers, Bartenders, Volunteers
- Security

### AMBIANCE

- Tablecloths & Napkins
- Menus
- Lighting
- Music or Entertainment
- Sound System & AV
- Speaker, Mic, Podium
- Décor
- Heaters or Misters

## Food Identity

### What I Have on My Farm (list)

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### What the Neighbouring Farms Have (list)

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### What's in My Area

- Breweries: \_\_\_\_\_
- Distilleries: \_\_\_\_\_
- Meaderies/Fruit Wineries: \_\_\_\_\_
- Tea/Coffee: \_\_\_\_\_
- Fruit: \_\_\_\_\_
- Bakery: \_\_\_\_\_
- Processors: \_\_\_\_\_
- Regional Chefs: \_\_\_\_\_
- Regional Caterers: \_\_\_\_\_
- Local Food Trucks: \_\_\_\_\_
- Vegetables: \_\_\_\_\_
- Meats: \_\_\_\_\_
- Honey: \_\_\_\_\_
- Foraged Products: \_\_\_\_\_
- Other: \_\_\_\_\_

## Building the Guest Experience

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Timing:  Set Start/Finish  Ongoing/Drop In

Venue:  Indoor  Outdoor

Service:  Table  Buffet

Table:  Family Style  Plated

Style:  Casual  Formal

Ages:  Family-friendly  Adults Only

Music:  Recorded  Solo  Band

To be comfortable, guests should wear... (consider head to toe)

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Guests should park... (Be sure to have signage!)

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Other entertainment/activities...

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Potential guest takeaway gifts...

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## Partnership and Collaboration

What do I want from my partners?

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How will my partners benefit from participating in my event?

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Who are my potential partners?

- Town: \_\_\_\_\_
- Economic Development Office: \_\_\_\_\_
- Tourism Offices: \_\_\_\_\_
- Community Centres: \_\_\_\_\_
- Commodity Groups: \_\_\_\_\_
- Banking Partners: \_\_\_\_\_
- Equipment Display: \_\_\_\_\_
- Neighbouring Farm(s): \_\_\_\_\_
- Ag Societies: \_\_\_\_\_
- Craft Breweries & Distilleries: \_\_\_\_\_
- Fruit Wineries & Meaderies: \_\_\_\_\_
- Retailers: \_\_\_\_\_
- Chefs: \_\_\_\_\_
- Restaurants: \_\_\_\_\_
- Caterers: \_\_\_\_\_
- Food Trucks: \_\_\_\_\_

## Budget

- Build a budget for your event so you can determine your price point.
- Microsoft template Event\_Budget\_with\_cost\_breakdown is a free template, and there are many others available online for "Event Planning"

What other events are in my area during this time?

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What are the events priced at?

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Does my event represent good value?

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Do I feel comfortable with the price point, and would I sell this at this price to my friends and family?

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### To Find A Chef

- Memo of Understanding
- Scope of Work
- Responsibility/Obligations
- Timeline
- Date for final numbers (changes)
- Cancellation policy (just in case)

### I'm Looking For...

- Demos
- Sampling
- Small Event
- Large Event
- Processing
- Packaging
- Wholesaling

**Regulatory**

Alberta Health Services – [ahs.ca/eph](https://ahs.ca/eph)

- What do I need? \_\_\_\_\_
- My **zone**:       North       Edmonton       Central       Calgary       South
- Who is my zone contact?  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_
- Deadline to submit (30 days out): \_\_\_\_\_

**Additional Notes**

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Alberta Gaming, Liquor & Cannabis – [aglc.ca](https://aglc.ca)

- What permit do I need?       SEL       Caterer Extension       Licensed Venue
- Event Type       Community (not for profit/charity)       Commercial (business)
- Deadline to submit (30 days out): \_\_\_\_\_
- Do I need Pro-Serve?       Yes       No

**Additional Notes**

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## Social Media Checklist

Social media is a great tool to help get the word out about Open Farm Days. We welcome any shout-outs on social media, but there are a couple things to keep in mind to get the most out of the tool.

1. Follow us on Twitter (@OpenFarmDays), Instagram (@openfarmdays) and like us on Facebook (www.facebook.com/openfarmdays). We also have a Facebook Group for Hosts which you can find here (<https://www.facebook.com/groups/AlbertaFarmDaysHosts/>).

## Creating Content

Creating content may seem daunting, and time consuming but it can be done when you get into the habit of it. The important thing to remember is to tell a story or provide valuable information to your audience.

## Before You Start

- Audience: Who you are talking to? Other farmers, consumers (and then define your consumer).
- What are you trying to say?
- Have a goal or a "vision" of what you'd like to accomplish such as selling product, education, event promotion, community involvement. Try to be specific.

## Types of Content

- Behind the scenes: on the tractor, feeding animals, daily chores
- Animals: these always get great traction. This could be of your livestock or your farm dog.
- Scenery: there's so many beautiful scenes from around Alberta and farmers often get the best views.
- Your "people": assuming you have permission include people that work on the farm with you. This can include spouses, children, or staff. Try to limit people content to those directly involved in the farm. This may just be yourself and that's ok.
- How your product makes it to market
- Partnerships such as beer collabs or your neighbours.
- Farmers markets
- Food made from ingredients at your farm.
- Recipes.
- Things that people can expect to see at your farm during open farm days
- Tips on what to wear/bring on Open Farm Days.



Once you've decided who you want to talk to and what you'd like to say then we need to get the content on the platform.

There are three major platforms depending on your audience

- Instagram (beautiful images)
- Twitter (business/industry/news)
- Facebook (Everyone over 30)

When you post on any platform, please do the following:

- Tell a story, make a suggestion or give a tip, or share something cute/funny your audience would like.
- Share a photo that is not blurry and has the subject in the image.
- Be mindful that each platform is used for different purposes, but beautiful images and storytelling are good for all platforms.

### Using Hashtags

There are only two platforms where hashtags are used: Instagram and Twitter.

What you're talking about will determine on what hashtag(s) you'll use. For Twitter, only use 3 hashtags on Instagram you can use up to 30.

Hashtags can be divided into different topics, for example:

- **Local:** #yeg, #yyc, #yegfood, #yql, #medhat, #gpab #Alberta #Edmonton #Calgary etc.
- **Agriculture:** #abfarmdays #AbAg #AlbertaAgriculture #AlbertaAg #canola #albertabeef etc.
- **Culinary:** #yegfood #yycfood #yegfoodie #yycfoodie
- **Event/Tourism:** #AlbertaTourism #TravelAlberta #ExploreEdmonton #Calgary #capturecalgary #yegevents #yycevents

### Before you hit the POST button

- Use a link to the Open Farm Days website when talking about your participation. (Facebook and Twitter only)
- Tag Open Farm Days
- Double check your hashtags (Instagram and Twitter only).

### Checklist for Posting on Social Media

- Choose a platform (Instagram/Twitter/Facebook).
- Choose what to say, keeping your targeted audience in mind.
- Make sure photo is clear, and if on Instagram, that it is “gram worthy” (don’t post flyer-type images).
- Hashtags (Instagram and Twitter only). If unsure use #ABFarmDays #AlbertaAg
- Tag Open Farm Days!
- You can’t post links on Instagram (except the one in your bio). If you need to post a link, consider Facebook or Twitter.
- Are you having an on-farm event? Create an Event on Facebook from your business page to help get the word out and invite your friends.
- During Open Farm Days, encourage people to take photos and create “Instagram ready” photo ops. Tell your attendees your social media handles and encourage them to use the #ABFarmDays hashtag. Asking people to tag your farm is OK!

### Post Examples Leading Up to Open Farm Days

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*Looking forward to #abfarmdays, hope to see you on August 15 and 16!  
@OpenFarmDays [link to albertafarmdays.com/hostfarms, post photo of your  
farm]*

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*Join us on August 15 and 16 for #abfarmdays and enjoy [activity].  
@OpenFarmDays*

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*Enjoy at taste of Alberta during #abfarmdays [activity] @OpenFarmDays*

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*Follow a country road to [host farm] and enjoy #abfarmdays! @OpenFarmDays*

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### Post Examples During Open Farm Days

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*Our doors are open! Come visit us #abfarmdays [link to albertafarmdays.com/hostfarms, post photo of your farm] @OpenFarmDays*

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*Check out this taste of #abfarmdays [post photo of food sold at farm/culinary dish]*

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*We had [Number] visitors at #abfarmdays. So glad they could make it.  
@OpenFarmDays*

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