

WHAT DOES ALBERTA OPEN FARM DAYS PROVIDE HOST FARMS

Alberta Open Farm Days is an incubator program open to all farms and producers in Alberta. Every year we help farms host a two-day event that gives Albertans an opportunity to experience the farm and understand where their food comes from. It is a backstage pass to meet the farmer, experience Ag-tourism in Alberta and taste local foods direct from the producer.

In order to support farms participating in Open Farm Days, we provide a series of resources and training programs to enhance the experience of the farms and the consumers visiting the farms.

1 | INSURANCE AND PERMITS

- Alberta Open Farm Days provides event insurance for all host farms for Alberta Open Farm Days weekend*
* some exclusions do apply.

2 | FARM GATE AND ROADSIDE SIGNS

- Each farm participating receives 1(one) set of chloroplast signs. Each set includes 1(one) farm gate sign and 2 (two) roadside/highway signs.

Example of Farm Gate Sign



HOST RESOURCES

3 | CULINARY COACHING

➤ Open Farm Days partnered with Tannis Baker from Food Tourism Strategies to help farm navigate hosting a food event on their farm as well as applying for AGLC and AHS licences if necessary.

4 | MARKETING AND ADVERTISING

➤ Open Farm Days works with Nicola Doherty from Collective Marketing to organize both marketing training for all farms, but also the activations of media buy, digital advertising and public relations for Open Farm Days. Alberta Open Farm Days purchases television, radio and newspaper advertising across the province and organizes opportunities for farms to speak directly with local media about their Open Farm Days event.

Digital and social media support can include farm features on Open Farm Days social media channels, Google and social media ads across the province.

5 | ONLINE PROFILE

➤ Each host farm receives a profile on the Alberta Open Farm Days website promoting the Host Farms event. The event profile provides back links to the Host Farms own social media and website as well as a location on the map for consumers to find the farm.

There is an option to keep your profile "live" on the site year round and opportunities to promote your on farm event through the event section of the Open Farm Days website.

6 | PORTA POTTY REIMBURSEMENT

➤ Farms are encouraged to rent a porta potty for their event during Open Farm Days and thus the Open Farm Days program provides reimbursement up to \$200 towards the cost of renting porta pottys.

7 | POST CARDS AND POSTERS

➤ Each year Alberta Open Farm Days works with a graphic designer to create a logo to go with the yearly theme (2023 is the year of the Bison).

With this in mind, posters and postcards are provided to Host Farms to hand out to help promote their event in their community.

HOST RESOURCES

7 | FACEBOOK GROUP

Open Farm Days invites all Host Farms that are on Facebook to join the group. This is an opportunity to talk with other Host Farms and ask questions.

7 | ONLINE PORTAL

► The Host Farm Resource section is an area on the Alberta Open Farm Days website that includes training videos, checklists, necessary forms and printables to help farms plan and execute their event.

Presented by:

