



National Farmers Market Week 2025

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About ILFMA

ILFMA supports local food and food systems by giving Illinois farmers markets and producers access to resources, training, and connections in order to grow healthier and economically vibrant communities!

- Provides educational support for farmers market organizers, farmers, vendors, and food and nutrition organizations
- Provides promotional assistance
- Strengthens the farmers market customer base throughout the state
- Expands SNAP programs
- Provides a unified voice for farmers markets.

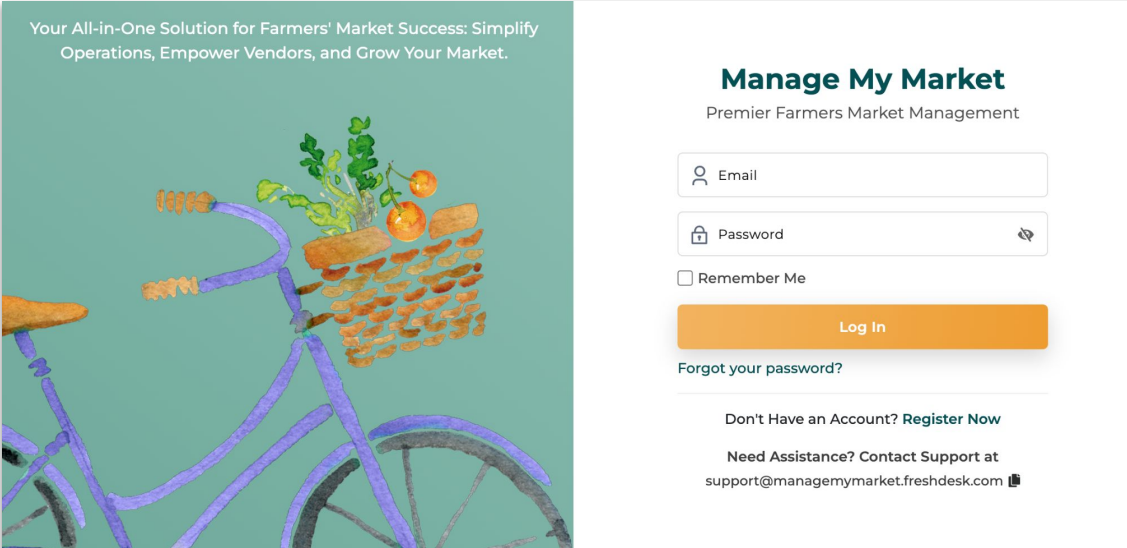
About ILFMA

- Statewide organization
- Serves over 300+ Illinois farmers markets
- ILFMA has 191 members
 - 121 farmers markets
 - 25 vendors
 - 25 organizations
 - 20 food and ag supporters



ILFMA Member Benefits

- **20% Discount on Manage My Market software**
- **ILFMA discounts on programs and events**



Your All-in-One Solution for Farmers' Market Success: Simplify Operations, Empower Vendors, and Grow Your Market.

Manage My Market

Premier Farmers Market Management

Email

Password

☐ Remember Me

[Log In](#)

[Forgot your password?](#)

Don't Have an Account? [Register Now](#)

Need Assistance? Contact Support at support@managemymarket.freshdesk.com

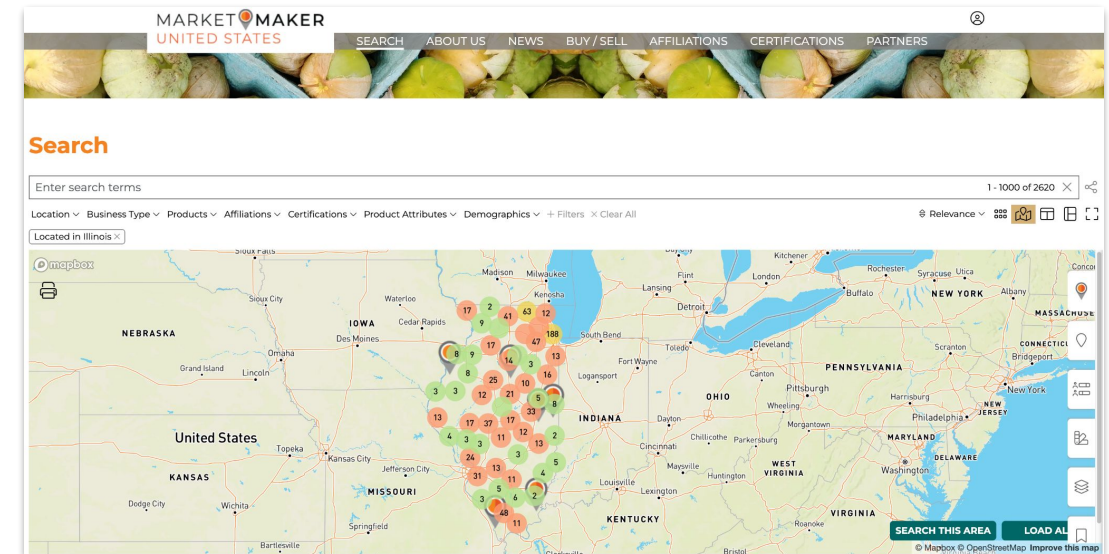
ILFMA Programming

- **Market Mondays:**
 - FREE! First Monday of the month at 12 p.m. on zoom
- **Farmers Market Masters Series**
- **Illinois Certified Farmers Market Manager Course**



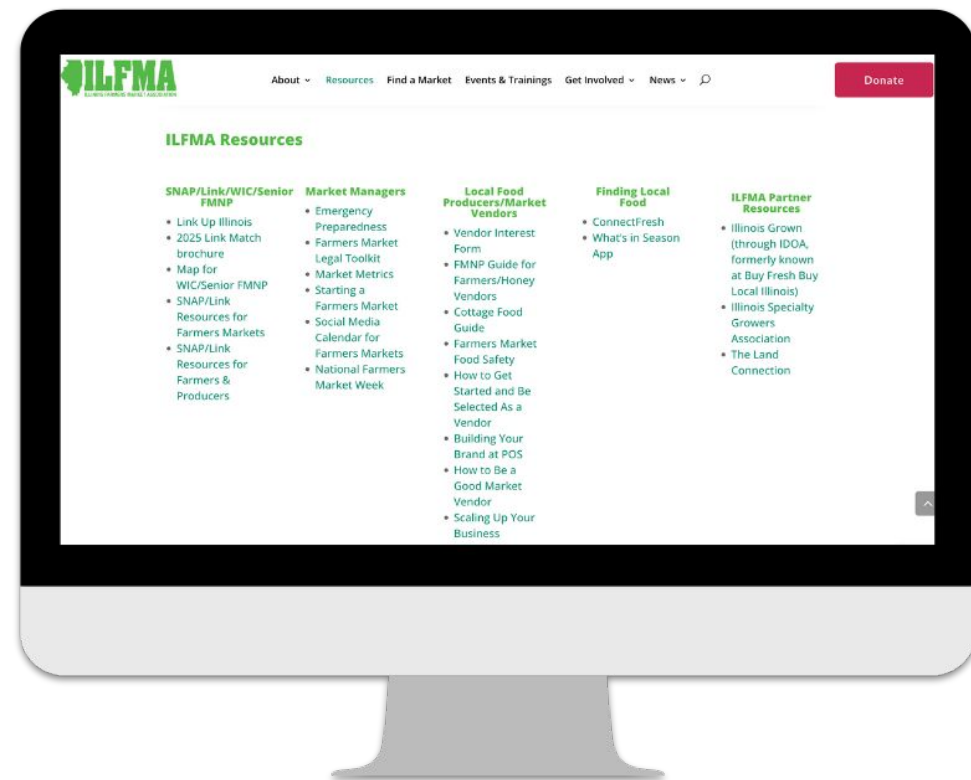
MarketMaker

- MarketMaker is an electronic farm directory/food marketing/educational tool providing information about products, availability, affiliations, attributes, certifications, and more
- Connect across the food system with MarketMaker's advanced mapping tool
- **Register your farmers market or business**
- Buy/Sell Forum: free network linking food and ag markets using MarketMaker technology



Explore Our Resources

- SNAP, Link, WIC, and Senior FMNP resources for farmers market and farmers/producers
- Market manager resources
- Local food producer and market vendor resources
- Connect Fresh and What's in Season App
- Recipes featuring local ingredients
- ILFMA partner resources



Social Media Calendar

- 12-month digital social media planning calendar
- Helpful tool to plan and organize your farmers market social media presence
- Available for download
- \$15 members or \$30 for non-members



NEW

Social Media Planning Calendar

A 12-month digital social media planning calendar that you can download and use as a template to plan and organize your farmers market's social media presence.

Downloads include everything you need to know for the date, platform, content type, and any relevant details, allowing you to plan and schedule your content in advance across Facebook and Instagram.

12-MONTH CALENDAR	CONTENT PLANNING	POST LIKE A PRO
<ul style="list-style-type: none">• Monthly calendars• Daily post ideas• Suggestions for monthly themes• Reminders for seasonal content to share	<ul style="list-style-type: none">• Comes with dozens of images and graphics for every month• Includes relevant educational links to share with your followers• Suggestions for supplementing with your own imagery	<ul style="list-style-type: none">• Helpful notes for sharing content and ways to customize posts for your farmers market• We take the guesswork out of when to post and where to post

Current ILFMA Projects

- **From Food to Flowers:
Everything Local Conference**
January 28-30, 2026
Bank of Springfield Center
Springfield, IL
- Submit a proposal to be a presenter



National Farmers Market Week

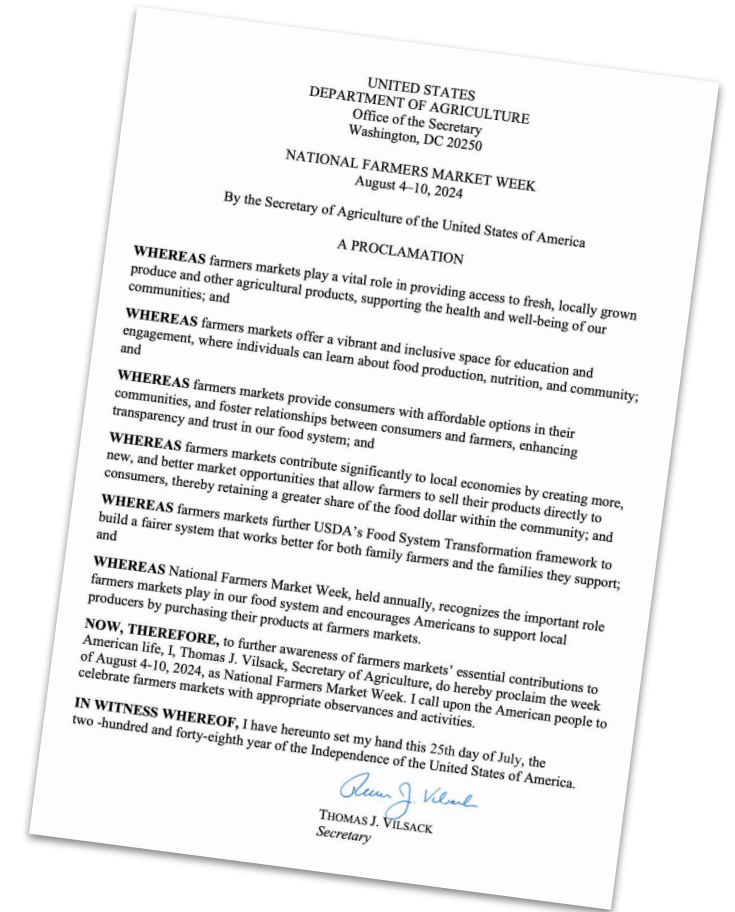
August 3-9, 2025

History of NFMW

Now in its 26th year, this annual celebration highlights the vital role farmers markets play in our nation's food system. With fun events, programs, contests, activities, and more, the week helps to boost market attendance and visibility as well as showcase the value markets bring to their communities.

Proclamation declared by the United States Department of Agriculture

Farmers Market Coalition National Farmers Market Week 2025 Toolkit and Social Media Ad Guide



Celebrating NFMW in Illinois

Access the ILFMA toolkit at:

ilfma.org/national-farmers-market-week

Printables

- 72 x 24 inch banners available to download and print

Social Media:

- Social media graphics formatted for Instagram and Facebook (square) posts
- Caption ideas to help get you started in drafted posts to share throughout the week



Celebrating NFMW in Illinois

Access the ILFMA toolkit at:

ilfma.org/national-farmers-market-week

2025 Recipe Cards:

- 10 original recipe cards formatted to share on your social media, add to your website, or print and distribute at your farmers market
- A selection of past NFMW recipe cards are available as a resource



**NATIONAL FARMERS MARKET WEEK 2025**
FARMERS MARKET RECIPE SERIES

Honeydew & Blackberry Salad with Basil

Learn more about the **Illinois Farmers Market Association** and locate a farmers market near you by visiting [**www.ilfma.org**](https://www.ilfma.org).

INGREDIENTS:

- 1 honeydew melon, cubed
- 1 cup blackberries
- 4 large basil leaves, julienned

Dressing:

- 2 tablespoons extra virgin olive oil
- 2 tablespoons white balsamic vinegar
- 2 teaspoons honey
- ½ teaspoon poppy seeds
- Sea salt & freshly ground black pepper to taste

DIRECTIONS:

Remove the seeds from the honeydew melon and slice into bite-sized pieces. Arrange in a serving bowl with the blackberries. Garnish with basil leaves. Whisk dressing ingredients together and drizzle on the salad just before serving. **ENJOY!**

Showcase Fresh & Healthy

Ideas & Suggestions:

It's all about **EATING** Fresh & Healthy:

- Offer educational Cooking Demos
- Encourage a local Chef to demonstrate a recipe
- Request a lesson from U of I Extension
- Demos by Nutrition Students from university
- Culinary college tastings and education
- Local Hospital nutrition samples
- Offer fresh produce samples
- Healthful smoothie samples
- Canning & preservation demonstrations
- Encourage vendors to offer samples and recipes
- Food Contests and interactive games
- Contact and involve local media and dignitaries



Reporting on NFMW


- Take our survey to share more about your National Farmers Market Week
- Be Counted!
- Add your data!
- It is simple and is likely data you already collect
- [Click here](#)



What Are You Doing for

We'd Love to Hear from You:
Share how your market is celebrating!

- Special events or themes?
- Cooking demos, kids' activities, or contests?
- Outreach or advocacy efforts?
- Creative promotions or partnerships?

 *Don't forget: Please share your photos and **tag us on social media** so we can help amplify your story!*

