



A Guide to Self-Guided Tours of our Markets

We welcome community partners to give free tours of our farmer's markets. Market tours are a fun and educational way for small groups of students, civic groups and community members to learn about how food is produced, why it is important to make good food choices, and have a chance to meet the farmers and artisan food producers from our market community.

Please coordinate with our Community Engagement Manager, Heather Morrill, if you would like to host a self-guided tour at one of our markets: heather@portlandfarmersmarket.org or (503) 241-0032

If you are interested in Portland Farmers Market led tours that can include the history of our markets, talks from local producers, and product tastings; please contact us at: contact@portlandfarmersmarket.org or call our office at (503) 241-0032 to speak with PFM's Executive Director, Trudy Toliver. Tours are conducted on a pre-arranged basis and are customizable based on the interest of the visiting group.

For Self-Guided Tours of our Markets:

We ask that you:

- Visit and familiarize yourself with the market before you host a tour
- Select a specific tour start location. For example: "Market Information Booth", "Next to the Market Music stage" or "NE corner of the Market footprint"
- Arrive at start location 15 minutes prior to your tour
- Be easily identifiable to your participants: Hold a sunflower or flag or wear a branded t-shirt
- Consider sharing previously-researched information about farmers/vendors with your tour participants (information can be found on our website: <http://www.portlandfarmersmarket.org/vendors/>)
- To support our farmers, consider purchasing food items from the Market for your tour participants to sample or purchase Market tokens for your participants to shop on their own after the tour

PFM is happy to provide your tour group with:

- A 5 minute introduction to our markets at the Market Manager/Information Booth, including:
 - About PFM/our farmer's markets
 - Market programming
 - Market currency 101: How to use tokens, SNAP, WIC & FDNP at the farmer's market
 - Questions & Answers
- A 6' table if your tour involves a participant survey or you need a place to prep materials/ food samples

During your self-guided tour, we ask that you:

- Please be respectful of farmers/vendors time and their need to focus on active sales
- Spend no more than 2 minutes with any one vendor
- Do not turn anyone away who joins your tour of our Market for informational purposes. If you are offering incentives for those who pre-registered/are a part of your intended audience, it is okay to politely explain to them that portion of your tour excludes them.