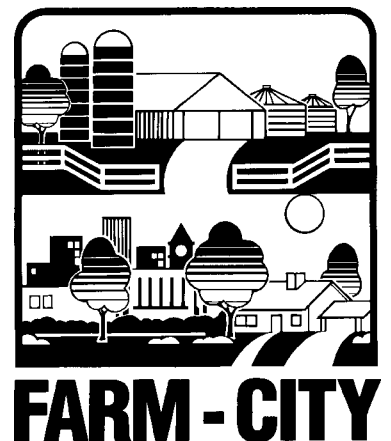


**Tips, tools
and ideas
for
organizing
a
successful,
local
farm-city
program**



Signs

You will need a variety of signs for your on-farm event. The biggest mistake is making the major signs too small and not of material that is weather resistant. Your primary signs should be those within close proximity to the actual site. These should be large, possibly as big as 8' by 4' and should draw attention to the location, dates and times of your event. These can be put up approximately 1 week ahead of F-C day. Be sure to check with the person who owns the land about placing signs and make sure they are not blocking sight for traffic coming or going.

- You will need “next left” and “next right” signs. They do not actually say left and right but are arrows pointing to the left or right. These should be put up the day before F-C in an effort to caution drivers that vehicles will be turning left or right plus will help to slow traffic down. They need to be placed strategically in order to give advance notice.

- If there are several other turns necessary off the main road, be sure to indicate F-C straight ahead, F-C turn here, etc from each direction that would involve a lot of traffic. If it appears only locals would use a particular road, it isn't as important as direction signs from the main roads.



- Make sure you have signs with prominent lettering that says “Parking” along with directional arrows.
- The individuals who put the signs up should plan to take them down after F-C day is over. This is extremely helpful because these persons know where they put the signs and you will need to use them next year.
- You may need laminated signs for the registration booth, no smoking, danger, parking, keep out, caution ditch, auction, and other signs to be used where applicable. These signs can be put up the evening before your event or early that morning.
- If grass needs to be trimmed around the signs so they can be read, please do so, or pick another spot. The signs won't do any good if people can't see or read them.