



## Basics | Farmers Markets

# HOM 101

### About Montana Harvest of the Month

The Montana Harvest of the Month (HOM) program showcases Montana grown foods in Montana schools, institutions, and communities, and farmers markets! It is a wonderful way to encourage customers to purchase and try different Montana-grown foods. HOM provides an easy framework to follow with ready-to-use educational materials. Farmers markets specific resources include a farmers market activity passport, planning calendar, vendor materials, and many more additional resources.

#### Dig Deeper

Get more information, register, or download resources:  
[mtharvestofthemonth.org](http://mtharvestofthemonth.org)

### How You Can Participate

- HOM foods include: Apples, Beef, Beets, Bison, Brassicas, Carrots, Cherries, Chickpeas, Dairy, Grains, Herbs, Kale, Leafy Greens, Lentils, Potatoes, Summer Squash, and Winter Squash. Check out the website to see images and resources for each HOM food.
- **Think of ways HOM foods can be showcased at your market.** The HOM program includes recipe cards, fun food facts, and nutrition information about HOM items. Ideas for showcasing HOM at the market include taste test events, displaying posters around the market, cooking demonstrations, and handing out recipe cards. These are just a few examples. HOM is highly customizable, and markets are encouraged to try innovative ideas!
- **Involve community members.** HOM is a perfect way for community members (such as Master Gardeners, MSU Extension Agents, college students, non-profit organizations, ranchers, farmers, food businesses, grocery stores, etc.) to be involved. Share stories and HOM information on your website or social media pages.
- **Communicate with Vendors.** A successful HOM program at farmers markets will require the participation of your vendors, so make sure you talk with them about the program and what their role in the program will be.
- **Gather your team and register for HOM today!** Your team can include farmers market staff, board members, volunteers, vendors, MSU Extension, EFNEP or SNAP-Ed Educators, or your local school-based HOM Team. [video](#).
- **Promote the Harvest!** The *Harvest at Home* handouts and promotional content include recipes, fun facts, shopping tips, cooking tips, and children's book ideas. Share this information with market staff, vendors, and customers of your farmers markets. HOM activities such as taste tests engage people in learning about the HOM item so that they are more interested in trying and eating new foods. We're always looking for new ways to share the harvest, so feel free to share your ideas with the whole HOM team by submitting your story at <http://www.montana.edu/mtfarmtoschool/connect/share-story.html>