

Tool Box

Recipe Cards



Extension
UNIVERSITY OF WISCONSIN-MADISON

Funding for this project was provided by the United States Department of Agriculture's Agricultural Marketing Service Farmers Market Promotion Program.

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Farmers Market Guide to Recipe Cards

Recipe Cards

Handbook for Boosting Community Engagement

Recipe cards are a simple yet powerful way to connect shoppers with local foods, spotlight vendors, and keep market-goers coming back. This guide walks you through using recipe cards to strengthen your farmers market presence.

WHY RECIPE CARDS WORK

Encourage purchases: Recipe cards empower shoppers to try new ingredients by showing them how easy and delicious they are to use.

Support vendors: Feature booth-specific ingredients to help your vendors stand out.

Build community: Share favorite local recipes or celebrate seasonal traditions together.

Extend engagement: Repurpose cards in newsletters, social posts, your website, or printed handouts for ongoing connection.

Promote Local Food Access and Nutrition:

- Recipe cards showcase how fresh, local produce can be easily incorporated into everyday meals, making it more approachable for shoppers of all backgrounds.
- By highlighting seasonal ingredients, recipe cards encourage visitors to use what's available locally, supporting area farmers and reducing barriers to fresh food access.
- Cards can feature nutritious, budget-friendly recipes, helping families prepare healthy meals and improve overall diet quality.
- Including tips on storage, preparation, and substitutions broadens the appeal and usefulness of each card, making healthy eating more attainable.
- Kid-friendly and culturally diverse recipes ensure everyone in the community finds options that fit their needs and preferences.

STEP 1: CUSTOMIZE YOUR RECIPE CARD TEMPLATES

You have three Canva templates at your disposal:

Tips for Customizing:

FORMAT	USE CASE	TEMPLATE
Social Media Graphic	Instagram, Facebook posts	Canva Social Template
Printable Card	Handouts at market, flyers	Canva Print Template
Website-Ready	Farmers market website, blog	Canva Web Template

- Choose the template format best suited for your needs, including web-friendly layouts for your market's website or blog. Canva allows you to resize or export your design as a web image (JPG/PNG) or embedded PDF for easy upload.
- Refresh recipe content with seasonal ideas from your intake form or vendor suggestions.
- Swap out placeholder images for appetizing photos of the featured dish or main ingredients—high-quality images work best for online viewing. If you find images online, be sure that you have permission to use them or that they are free to use.
- Update branding elements, such as your logo, market colors, and contact information, ensuring consistency across printed cards, social media, and your website.
- For websites, consider adding interactive elements: include hyperlinks to vendor profiles, downloadable recipe PDFs, or short instructional videos.

STEP 2: DISTRIBUTE RECIPE CARDS AT THE MARKET

- **At Vendor Booths:** Place cards alongside relevant produce (e.g., "Try this kale salad!"). Add the vendor name or booth number for easy reference.
- **At the Information Table:** Provide bundles of seasonal recipes ("Summer Grilling Pack") and pair with market maps or event flyers. Hand out recipes at cooking demonstrations so that customers can buy the items at the market to recreate the recipe.

FARMERS
MARKET
**How-To
Guide**



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STEP 3: PROMOTE USING RECIPE CARDS

- Share new recipes weekly on social media, tagging featured vendors.
- Include recipe cards in your newsletter or use them in grant reports to showcase community impact.

STEP 4: HOST LIVE RECIPE DEMONSTRATIONS

- Invite a local chef or vendor to prepare one of your featured recipes.
- Capture photos or video during the demo for future social media or promotional use.

STEP 5: FEATURE RECIPES ON YOUR FARMERS MARKET WEBSITE

- Create a dedicated recipe section or archive where visitors can browse by ingredient, season, or vendor.
- Upload printable recipe cards as downloadable PDFs, and add photos from the market or chef demos.
- Embed QR codes on printed cards that link directly to the full recipe online.
- Highlight vendor collaborations by noting which vendors provide featured ingredients, including links to their profiles or booth locations.
- Encourage user submissions by providing a form for shoppers or vendors to share their own favorite recipes, which you can feature on the site.
- Keep content fresh by updating regularly with new, seasonal recipes, and share highlights on your homepage or event pages to draw repeat visits.

Bonus Tips

- Kid-Friendly Cards: Design simple, fun recipes with playful names and bright visuals.
- Vendor Spotlights: Add “This week’s recipe brought to you by...” with the vendor’s photo and story.
- QR Codes: Link directly to your website, social media, or a full archive of past recipes for easy access.

With this guide, your farmers market can make the most of recipe cards—building excitement around fresh ingredients, improving nutrition, expanding local food access, and keeping your community inspired all season long.

Recipe Cards EXAMPLES

Wauwatosa Harvest of the Month

September Blackberry

Blackberry Smoothie

- 1 cup fresh blackberries (6 ounces)
- ½ medium banana
- ½ cup plain whole-milk Greek yogurt
- 1 tablespoon honey
- 1 ½ teaspoons fresh lemon juice
- 1 teaspoon finely chopped fresh ginger



Directions

Combine blackberries, banana, yogurt, honey, lemon juice and ginger in a blender. Cover and process until completely smooth, about 2 minutes. Serve immediately.

For more information call 414.479.8936 or visit www.wauwatosa.net/harvest

STEP 3 ROOT VEGETABLE SOUP

INGREDIENTS

- 2 tbs olive oil or butter
- 1 medium sweet onion, chopped
- 3 garlic cloves, minced (~2 tsp)
- 10-12 cups peeled & diced root vegetables – e.g., sweet potato, celeriac, turnip, carrots, parsnip, butternut squash
- 7 cups water or vegetable stock/broth (or combination)
- ½ cup pearl barley, rinsed
- 1 tsp thyme
- ½ tsp ground black pepper
- 1 tsp salt

METHOD

- 1 Heat oil or melt butter in a large soup pot over medium heat. Add chopped onion and sauté ~5 minutes until translucent. Stir in minced garlic for ~30 seconds.
- 2 Add the diced root vegetables; stir and cook ~3 minutes.
- 3 Add broth (or water), rinsed pearl barley, thyme, salt, pepper and dill (if using). Bring to a boil; then cover, reduce heat to low and simmer for ~30-40 minutes, until vegetables and barley are soft and tender (but not mushy). Soup will thicken on standing or in the fridge.
- 4 Stir in chopped baby spinach and let wilt (~1 minute). Taste and adjust seasonings (salt, thyme, dill) as needed.
- 5 Ladle soup into bowls and serve with bread, croutons, a drizzle of olive oil, a squeeze of lemon, or parmesan as desired.

8 SERVINGS
PREP: 15 MIN
COOK: 45 MIN

FARM 2 FACTS





DREXEL TOWN FARE
CHEF BRUCE EVANS



**SATURDAYS
10AM**



STEP 4

Amazing Vegetable Pizza

Brecht

Every night can be pizza night, if you ask me. Just throw whatever vegetable leftovers you have on there and enjoy!

★★★★☆ 3.75 from 8 votes



Print Recipe

Pin Recipe

Add to Collection



STEP 5



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