









# Today's Discussion Points:

- What is the Taste It Tent and how does it Work?
- Why should you consider a Taste It Tent at your market?
- How to start your first Taste It Tent (essential items and costs)
- Who can be a part of the Taste It Tent?

WHAT is the Taste It Tent?







# How it Started





# TENT Taste It

Started in 2021  
In Oak Creek



FREE  
SAMPLES!

Taste It TENT

SOUTHEAST WI  
**FARMERS  
MARKET**  
COLLABORATIVE



Projects, Partners, Networks



FARM **2** FACTS

tools for data collection, analysis and visualization

WHY have a Taste It Tent?







# WHY?

- Encourages Sales
- Healthy Eating
- Educational
- Family Activity
- Community Involvement

# Taste It Tent Data

- Samples increase sales
- TIT samples = Increased sales?
- Inform market planning
- Data useful for grants/funders
- Communication tool





SOUTHEAST WI  
**FARMERS  
MARKET**  
COLLABORATIVE



PARTICIPATING MARKETS:

**BROWN DEER  
FARMERS MARKET**

July 17  
August 21  
September 18  
October 16

**JACKSON PARK  
FARMERS MARKET**

Weekly

**OAK CREEK  
FARMERS MARKET**

Weekly

**RIVERWEST  
FARMERS MARKET**

June 30  
July 28  
August 25  
September 22  
October 13

SAMPLE AN ARRAY OF FRESH FRUITS AND VEGETABLES. DISCOVER CREATIVE WAYS TO INCORPORATE THEM INTO YOUR DAILY MEALS. SUPPORT OUR HARDWORKING FARMERS AND LEARN ABOUT FOOD THAT'S GOOD FOR YOU.

**FREE  
SAMPLES!**



**Taste It**  
TENT

COME EXPLORE THE BOUNTY OF LOCALLY GROWN PRODUCE, CONNECT WITH PASSIONATE VENDORS, AND EXPERIENCE THE JOY OF COMMUNITY-DRIVEN MARKETS.

MORE INFO



# Attract Sponsorships

Who wouldn't want to be part of this?





**This week**

  
**Taste It**  
TENT



**MARTIN**  
LAW OFFICE, S.C.



HOW to start a Taste It Tent?





## ESSENTIAL ITEMS LIST

ITEM	QUANTITY	USE	ESTIMATED COST PER ITEM	SUBTOTAL
<b>Tent Frame and Canopy with Printed Taste It Tent Logo</b>	1	Physical tent for hosting Taste It Tent sample hand out	\$617	\$617
<b>2x10 Vinyl Taste It Tent Logo Banner</b>	1	Banner to advertise and designate tent as official Taste It Tent	\$81	\$81
<b>Tent Weights</b>	1	Weights to anchor tent for safety	\$28	\$28
<b>8 ft Folding Table</b>	2	Tables for food prep and sample handout	\$90	\$180
<b>Table Risers</b>	1	Risers to lift table to food prep height	\$39	\$39
<b>Table Covering- Black</b>	2 pack	Washable table covering for sample	\$28	\$28

		handout table		
<b>Knife</b>	set	Food prep knives for slicing of produce samples	\$17	\$17
<b>Cutting Board</b>	set	Washable cutting board for food prep	\$23	\$23
<b>Disposable Gloves (biodegradable)*</b>	150 count	Disposable biodegradable gloves for Taste It Tent staff hygiene and food safety	\$22	\$22
<b>Vegetable Scrubbers</b>	set	Scrubbers for cleaning and prepping produce samples	\$9	\$9
<b>Vegetable Peelers</b>	set	Peelers for prepping samples	\$9	\$9
<b>Compostable 2 oz portion cups *</b>	Case of 2,000	Compostable sample cups for environmentally conscious sample handout	\$83	\$83
<b>White Board (36x24)</b>	1	White board for displaying taste it tent featured produce, ideas for use, nutritional facts	\$60	\$60
<b>White Board Markers</b>	1 set	Markers for writing information on white board	\$10	\$10
<b>5 gallon bucket with lid</b>	1	Bucket for food waste	\$23	\$23



		for composting		
<b>Commercial Bus tubs</b>	4 pack	Bus tubs to meet food washing and wastewater collection per health department regulations	\$28	\$28
<b>Storage Bins</b>	Set of 6	Bins for storage of Taste It Tent supplies	\$83	\$83
<b>Shop Wipes *</b>	Pack of 6	Wipes for cleanup of surfaces in Taste It Tent	\$35	\$35
<b>Hand washing station</b>	1	Handwashing station to meet health department regulations	\$40	\$40
<b>Salt and Pepper *</b>	1 set	Salt and Pepper for use on food samples	\$7	\$7
<b>Cooler</b>	1	Cooler for storage of temperature sensitive food samples	\$55	\$55
<b>Taste It Tent Apron</b>	3	Taste It Tent logo aprons to designate tent staff/volunteers and keep clothes clean	\$18 per plus \$35 tape charge and \$10 shipping	\$99
<b>A Frame Sign Holder (heavy duty)</b>	1	A-Frame displays pointing visitors to Taste It Tent location	\$100	\$100
<b>Taste it Tent Sign to put in A Frames (total cost reflects purchase of 6</b>	2	Sign insert for A-Frame display	\$42/sign	\$84

<b>signs total)</b>				
<b>Bungee Cords</b>	pack	Bungee cords to secure tents against wind and secure items for storage	\$21	\$21
<b>Taste It Tent logo table Runner</b>	1	Taste It Tent logo runner to designate sample table as official Taste It Tent location	\$120	\$120
<b>Laminated Vendor Signs</b>	4	Signs to designate vendors with featured Taste It Tent products	\$10	\$10
<b>Toothpicks *</b>	pack	Toothpicks for sanitary and easy sample handout and consumption	\$6	\$6
<b>Cost of purchasing featured produce/products from vendors. *</b>	Variable	Produce/products purchased from vendors for Taste It Tent samples	\$10-\$15/week for smaller market \$20-\$25 for larger market	Variable
<b>TOTAL</b>				\$1,917 (+ weekly produce/product cost)



# Ideas are endless

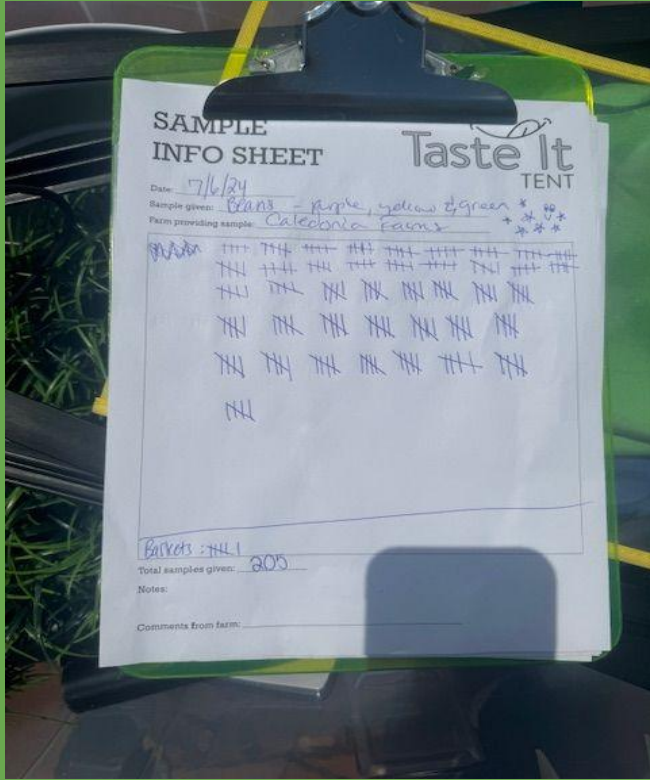
## Example: Rhubarb Fresh and processed

- Items representing various cultures
- Combine market items like pickled vegetables, artisan bread & honey
- Comparisons between similar items -  
Thai peppers (mild, medium, hot)  
multi colored beans or cauliflower



Over 9000  
samples were  
Shared in  
2024!





  
**Taste It**  
TENT  
**Receipt**

Date: \_\_\_\_\_

Vendor name: \_\_\_\_\_

Product: \_\_\_\_\_

Cost \$ \_\_\_\_\_

Market signature: \_\_\_\_\_

When redeeming this receipt add it under "other" on the sheet.

Taste It Tent Data

Samples = Sales

# How we as a group advertised the Taste It Tent:

- OnMilwaukee - web and email
- Urban Milwaukee - web and email
- 889 Radio Milwaukee & Hyphen
- El Conquistador Newspaper

Visite la carpa "pruebalos" en estos mercados participantes:

**BROWN DEER MERCADO DE AGRICULTORES**  
MIÉRCOLES 10AM-3PM  
17 de julio  
21 de agosto  
18 de septiembre  
16 de octubre

**JACKSON PARK MERCADO DE AGRICULTORES**  
JUEVES 3-6:30PM  
Cada semana

**OAK CREEK MERCADO DE AGRICULTORES**  
SÁBADOS 9AM-1PM  
Cada semana

**RIVERWEST MERCADO DE AGRICULTORES**  
DOMINGOS 10AM-3PM  
30 de junio  
28 de julio  
25 de agosto  
22 de septiembre  
13 de octubre

**SOUTHEAST WILSON FARMERS MARKET COLLABORATORY**

PRUEBE UNA VARIEDAD DE FRUTAS Y VERDURAS FRESCAS. DESCUBRE FORMAS CREATIVAS DE INCORPORARLOS A TUS COMIDAS DIARIAS. APOYE A NUESTROS AGRICULTORES TRABAJADORES Y APRENDA SOBRE LOS ALIMENTOS QUE SON BUENOS PARA USTED.

**¡MUESTRAS GRATIS!**

**Taste It TENT**

PARA MÁS INFORMACIÓN

Venga a explorar la abundancia de productos cultivados localmente, conectese con vendedores apasionados y experimente la alegría de los mercados impulsados por la comunidad.

PARTICIPATING MARKETS:

**BROWN DEER FARMERS MARKET**  
WEDNESDAYS 10AM-3PM  
July 17  
August 21  
September 18  
October 16

**JACKSON PARK FARMERS MARKET**  
THURSDAYS 3-6:30PM  
Every Week

**OAK CREEK FARMERS MARKET**  
SATURDAYS 9AM-1PM  
Every Week

**RIVERWEST FARMERS MARKET**  
SUNDAYS 10AM-3PM  
June 30  
July 28  
August 25  
September 22  
October 13

**SOUTHEAST WILSON FARMERS MARKET COLLABORATORY**

**FREE SAMPLES!**

**Taste It TENT**

SAMPLE AN ARRAY OF FRESH FRUITS AND VEGETABLES. DISCOVER CREATIVE WAYS TO INCORPORATE THEM INTO YOUR DAILY MEALS. SUPPORT OUR HARDWORKING FARMERS AND LEARN ABOUT FOOD THAT'S GOOD FOR YOU.

**Taste It**

**JACKSON PARK farmers market at the townhome**  
Visit the Jackson Park Farmers Market Taste It Tent every Thursday from 3-6 pm  
**June 13th - October 13th**

**BROWN DEER FARMERS MARKET**  
Visit the Brown Deer Farmers Market Taste It Tent every Wednesday from 10 am to 3 pm  
**July 17 | August 21 | September 18 | October 13**

**OAK CREEK FARMERS MARKET DREXEL TOWN SQUARE**  
Visit the Oak Creek Farmers Market Taste It Tent every Saturday from 9 am to 1 pm  
**May 11th - October 13th**

**RIVERWEST MARKET & Food Grow strong. Live well.**  
Visit the Riverwest Farmers Market Taste It Tent every Sunday from 10 am to 3 pm on  
**June 30 | July 28 | August 25 | September 22 | October 13**





Unique experiences with essential items and costs for each market in the group:



WHO is part of the Taste It Tent?





**Who runs the  
Taste It Tents  
in Brown  
Deer, Jackson  
Park, Oak  
Creek, and  
Riverwest?**





**RIVERWEST  
MARKET**   
@PIERCE ST & CENTER ST

**Sundays 10am-3pm  
DATES NEEDED  
2025**



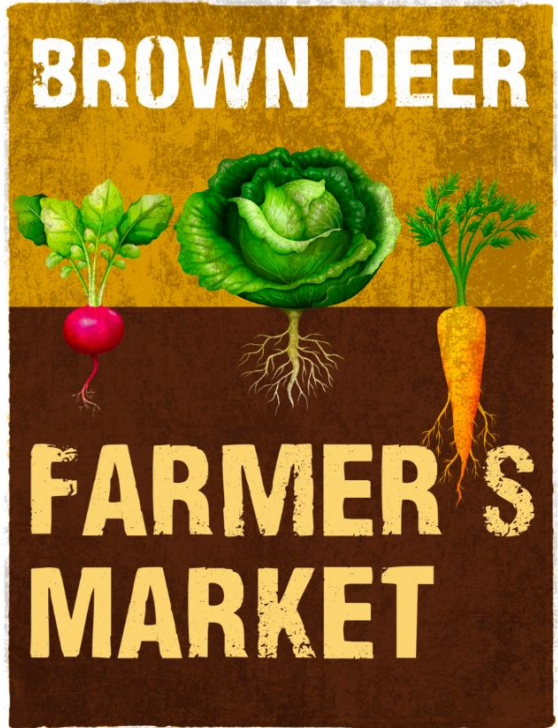


JACKSON PARK  
**farmers**   
 **market**



Thursdays 3-6:30pm June 12th-Oct. 2nd, 2025 \*no market July 3rd





Wednesdays 10am-3pm June 25 - October 15 2025



Saturdays 9am-1pm  
May 10-October 25  
2025

OAK CREEK  
**FARMERS  
MARKET**  
DREXEL TOWN SQUARE



# Future of the Taste It Tent

Grow attention to the eating healthy  
and to the market.

Oak Creek is Taking the Tent on the road

- National Night Out
- 4th of July
- Beer gardens
- Schools

Brown Deer

- Dog Days Taste It Tent

Jackson Park

- National Night Out

Riverwest

- ?



# Questions?



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