



MARKETING SERIES

CREATED BY THE INTERNATIONAL RESCUE COMMITTEE – CHARLOTTESVILLE

Summary

This series of five lessons covers a range of topics related to marketing. Participating farmers will learn about different ways to set up a market stand, make their stand successful and visually appealing, and answer common questions and requests from customers. These sessions also help farmers tie records of previous market sales to future crop planning. Many are appropriate for farmers with low or no literacy and numeracy, but some are best suited to more intermediate or advanced audiences with basic numeracy and English reading skills.

Who made this guide?

These teaching resources were developed by the International Rescue Committee in Charlottesville and enhanced in collaboration with the Institute for Social and Economic Development (ISED). From 2015-2017, ISED partnered with refugee farmer training programs throughout the country to support the design of new and shareable teaching resources for culturally and linguistically diverse farmers. To access the whole list of newly developed teaching resources for refugee farmer training program, follow this link to New Entry's ['New American Resource Library'](#). For more in-depth explanations of the teaching approaches and activities used in these materials, you can refer to this [Refugee Farmer Teaching Handbook](#).



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Audience (TA or Tot)	TA (Technical Assistance for farmers)
Language and Literacy Level	Most are appropriate for those with low/no literacy, some require basic numeracy and English reading comprehension
Farmer Experience	Ranges from beginning to intermediate
Pre-Requisites	None
Region or Climate	Any
Program Structure	Any
Season	
Time	Sessions range from 30 minutes to 1.5 hours
Staff and Interpreters	
Additional Supplies Needed	Varies by workshop
Background Material	

TEACHING MATERIALS INCLUDED

1. *Market Scavenger Hunt (1.5 hours)*
Main message: Introduce farmers to a variety of booth set ups, pricing, and products at a local farmers market.
2. *Setting up a Successful Farm Stand (45 minutes)*
Main message: Teaching farmers what makes a successful farm stand.
3. *Crop Selection (30 minutes)*
Main message: When selecting crops to grow, farmers should consider both what makes a farm stand visually appealing and how much bed space is available for growing crops.
4. *Talking to Customers at the Market (1.5 hours)*
Main message: Farmers should be prepared to answer common questions, and know key vegetable and transaction-related vocabulary.
5. *Less, More, Same – Connecting Production to Markets (30 – 45 minutes)*
Main message: To make decisions for how much to plant next year, you need to review last year's market sales and know what sold, what did not sell.

CORE SKILLS IN THESE LESSONS

- Knowing the prices of different crops
- Setting up a farm stand, creating an attractive farm stand
- Prioritization

- Describing how to cook something
- Responding to customer questions

SUGGESTED ACTIVITIES AND LEARNING OBJECTIVES

Market Scavenger Hunt

- Farmers will participate in a scavenger hunt around a multi-vendor farmers market.
- Learning objectives:
 - Be introduced to a variety of different ways that farmers set up a farm stand and sell produce.
 - See that farmers sell different types of produce and have different packaging and pricing.
 - Become more familiar with the pricing for certain items.

Setting up a Successful Farm Stand

- Farmers will practice setting up a market stand and discuss the results as a group. Farmers will also roleplay as stand owners and customers interacting in friendly vs. unfriendly ways.
- Learning objectives:
 - Know three strategies for creating a good market stand, including as possibilities: Freshness of food; Quantity of food; Pretty décor (fabric, baskets); Organization; Visible product; Price tags/signs; Friendliness of staff
 - Have had practice setting up the farm stand with our materials, so that they will be familiar with the process when summer comes.

Crop Selection

- Farmers will participate in an activity demonstrating the importance of having variety in an attractive farm stand. Farmers will also decide how many beds they plan to grow on and prioritize the crops they will grow.
- Learning objectives:
 - Be presented with the crops available to grow.
 - Have selected which crop they would like to grow.

Talking to Customers at the Market

- Farmers will practice answering common farm- and vegetable-related questions, and review vocabulary on weighing, prices, and cooking.
- Learning objectives:
 - Be familiar with three most common questions that customers ask at farmers markets.
 - Know up to 5 key vocabulary words for these transactions.
 - Know the names of 4 common produce.

Less, More, Same – Connecting Production to Markets

- Farmers will learn how to use information on last year's sales to inform crop planning decisions. They will then participate in a game practicing this new skill.
- Learning objectives:
 - Understand that you use information from the previous seasons to make decisions about the new season.
 - Be able to decide whether they would want to grow more, less or the same amount of a crop based on how it did at market last year.