

Farm Beginnings Marketing 2012

1. Thinking about your customer

- Let your ideal customer guide what you will grow on your farm.
 - Handout: Thinking about your customer .

2. Marketing Trends

- Marketing Trends One-pager

3. 5 Marketing Outlets Presentation: PowerPoint

a. NFDP Movie

b. Introduction to direct marketing outlets

- Show marketing squeeze diagram (briefly discuss wholesale)
- Show distribution model

c. Farmers Markets

- Handout: Regs for Direct Marketing
- Handout: What to bring to market
- Handout: Market Scavenger Hunt
- Handout: Greenmarket Map
- Handout: Market Fee Prices

d. CSA

- Handout: Just Food Brochure
- Farmer Pledge

e. Direct Wholesale

f. U-Pick/Farm stands

4. 10 Ways to Increase Sales at Farmers' Markets

- Slideshow

5. Create your own farm stand activity.

- Students are divided into groups and given a set of materials to create their own farm stand with. After farm stands are created, all people in class are given a certain amount of fake money. They then go and spend that money at their favorite stands, excluding their own stand (members from the team rotate into working

6. Target Sales and Profit

- Put up sheet on powerpoint and have students fill in their own sheets
- Have them think about their cost of living, and much money they really need to make in order to live.
 - Handout: Target Sales and Profit

7. Marketing Plan

- Put up sheet in big screen and go through some of the examples.
- Explain how target sales and profits sheet dictates what's going to go into your marketing plan. If you know how much you want to make, you know how much you are going to have to produce.
 - Handout: Marketing Plan

8. An introduction to setting prices

- Handout: An introduction to Setting Prices

9. 10 Ways to Increase your sales at Farmers Markets

- Slideshow

Interview with NFDP Farmer

- Give us a little history about your farm...
- Where did you start selling your product? At farmers markets? Small stores or restaurants? How has that changed over the last 6 years?
- How are you currently marketing your product? How many markets do you have? How many CSA's? Are you selling directly to any small stores, restaurants (Rue)?
- What percentage of your current income comes from CSA's, Farmers Markets, and direct wholesale?
- Which of your direct marketing outlets is most important to you? Financially? Personally?
- You have a strong, outgoing personality. Do you think this helps you in selling direct retail? What other personality traits are important to being good at marketing?
- What were some of your best selling products this year?
- How much do you let what your customers demand dictate what you grow?
- Can you talk a little bit about the story of the squash blossom? How much has the price changed?

- Talk about your customers a little bit. Are most of them Latino? Do you think it's important to your customers that you are Mexican? How often do people ask about where you come from and what your story is?
- Do you recognize differences in the buying habits of Latino customer vs. a Caribbean customer vs. a white customer?

Worksheets:

Know your customers

Marketing Trends

Direct Market Options Packet

Regs for Direct Marketing

What to bring to Market

Market Scavenger Hunt

Greenmarket Map

Just Food brochure

Just Food Pledge

Target Sales and Profits

Marketing Plan



THE NEW FARMER DEVELOPMENT PROJECT

Think about your customers.

Although you have chosen your farms' products based on your own interests and goals, it's still good to think of who will be buying them. This step will help you develop your marketing plan and also decide how to market your products in the future. Think of your products and then take a minute to answer the following questions. Try to give specific answers, and don't worry if you feel like you're guessing—this is just a starting point!

1. What is their income level? _____
2. Where are they from? _____
3. Where do they live? _____
4. Do they have families? For how many are they buying? _____

5. Do they cook often? _____
6. What do they cook? _____

7. How important is product price to them? _____

8. How important is product quality to them? _____

9. How important is their relationship with their farmer? _____

10. Are they concerned about the state of the environment? _____
11. Are they concerned about growing practices? _____
12. Do they have other interests that affect their purchases? _____



THE NEW FARMER DEVELOPMENT PROJECT

Market Trends: What's going on in the marketplace?

Consumer eating habits

- Fresh, Not Processed: People want fresh foods, and foods made with real ingredients, sourced locally if possible.
- The concept of 'Farm-to-fork' is appealing to both restaurants and consumers because it supports local communities and businesses, and the food tends to be fresher and needs less transportation. Many restaurants are sourcing at least some of their ingredients locally, and you can often find chefs shopping at farmer's markets.
- More people are returning to traditional methods of preserving food. In October 2008, sales of Ball canning and storage products were up 92 percent over the same month last year.
- Americans are cooking more meals at home
- Immigration now accounts for one third or more of annual population growth. Based on current consumption patterns, the increasing diversity of the population is likely to increase per capita consumption of fruits, nuts and seeds, eggs, poultry, and fish.












Consumer buying habits

- Farmer's markets continue to increase in number, and there are an estimated 7000 farmer's markets nationwide in 2011.
- Co-ops (shareholder-owned businesses generally more connected with local business) and Community Supported Agriculture (CSA) will also continue to thrive.
- "Food Hubs" are increasing in number with an eye to aggregating, lightly processing, distributing and storing locally and regionally produced food. This will help smaller-scale local and regional product get into its region's food system.
- 'Fooducation.' Consumers are getting smarter and more serious about eating healthy: The demand greater accountability by producers and manufacturers, have greater concerns about food safety and are more likely to want healthier food alternatives.
- Organic is everywhere. Organic foods have gone from a health food store niche to a major staple at places like Wal-Mart, Target, Sam's Club, Costco, and supermarkets everywhere.
- Customers are more likely to shop at more than one store for their food needs.
- 3 of 4 US customers make their purchases based on sustainability concerns, at least part of the time as of 2010 (Hartman Group)
- 78% of US customers try to buy organic at least part of the time (OTA)
- 74% of US customers choose products based on how much local and seasonal product is used in its making whenever possible

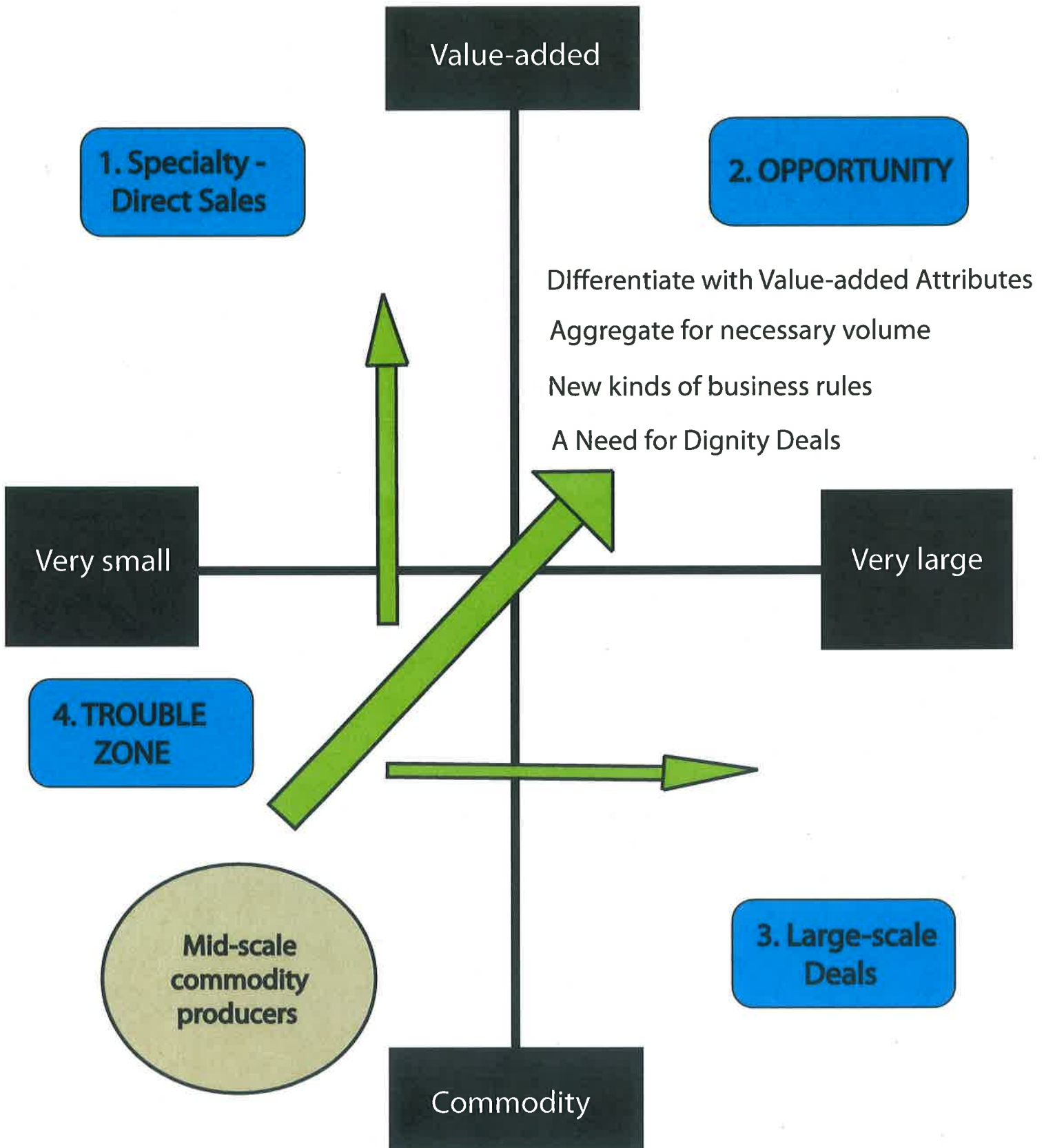
These facts were compiled using the following sources:

Notes from "Scaling up and selling to retailers," Pre-conference workshop NESAWG 2011, Albany, NY
http://www.agmrc.org/markets__industries/food/food_consumption_trends.cfm
<http://www.eckertagrimarketing.com/articledir/eckert-agritourism-2009-food-trends.shtml>
http://www.agmrc.org/media/cms/Agritourim_Laux_and_Pike_BD8CEC9D77D92.pdf

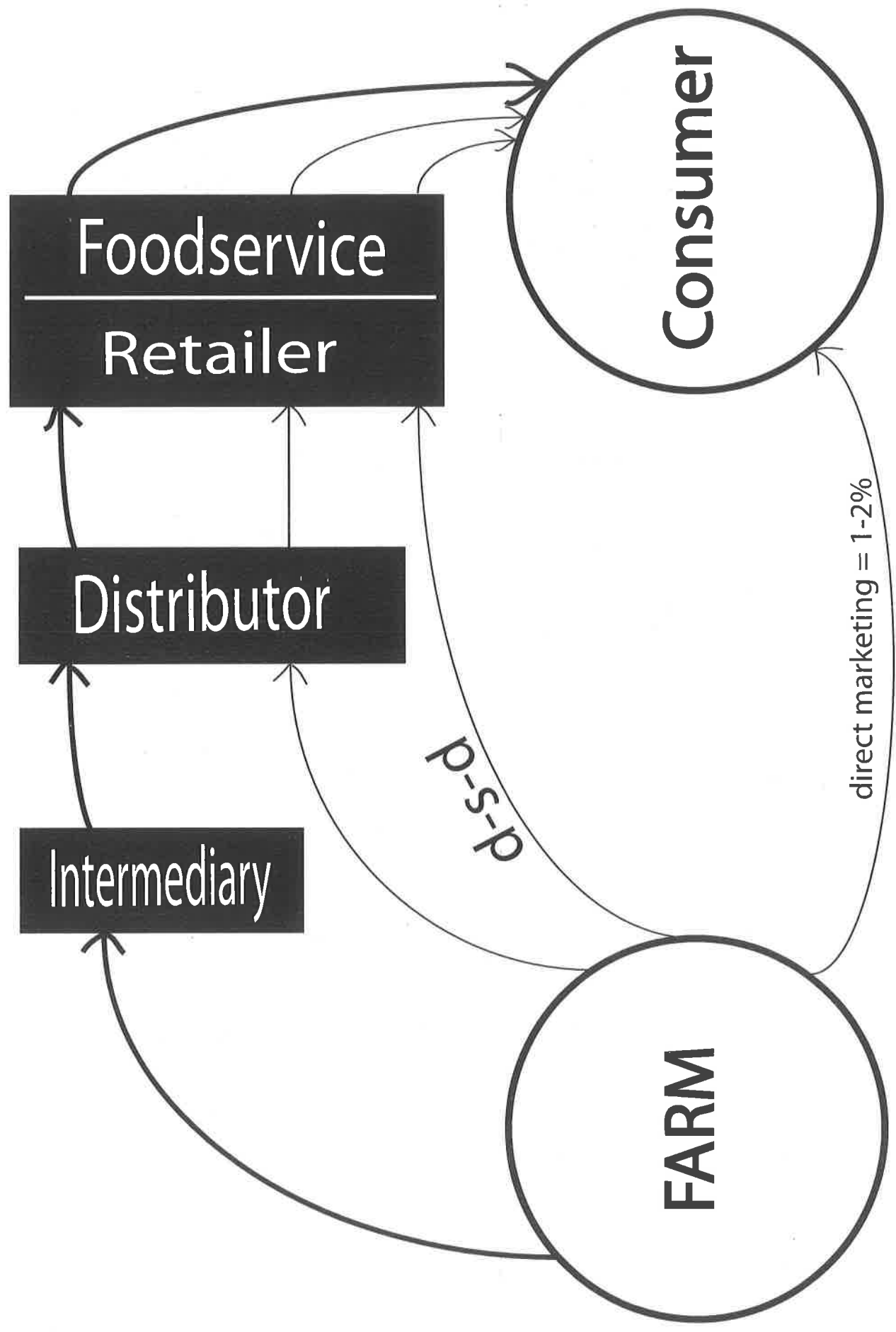
Unique Products new to the Northeast Region Market

<p>Hazelnuts</p>		<p>Local Figs</p> 	<p>Dried fruit – peach rings, apple rings, strawberries, apricots, pears, local plums, cherries, etc.</p>
<p>Tempeh (value-added product made from fermented and pressed whole soy, grains, vegetables)</p>			
	<p>Seed production as part of your family farm business</p>		<p>Persimmons</p>
<p>Blue and yellow corn for tortillas – Hot Bread Kitchen looks for local, blue corn to grind for tortillas and has not yet found a reliable source</p>			
			<p>Local grain renaissance: Triticale, Polenta (ground corn), Einkorn, Red Fife, Khorasan, Quinoa, Barley</p>
<p>Local beer and hops (flower of herbaceous vine used in beer production)</p>		<p>Chickpeas – fresh, have higher protein content than edamame</p>	
		<p>Mexican squash seed raw or roasted (pepitas)</p>	

Strategies for Farmers in "The Middle"



Farm to Consumer Pathways





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NEW FARMER DEVELOPMENT PROJECT

Direct Marketing – 5 ways to directly connect with your customers

Through direct marketing, farmers can remove many of the intermediaries who eat up profits. Depending on your farm's products, location, and goals, you could utilize one or all of the following marketing options for your business. This guide should serve as a reference point as you consider how best to reach your customer based on your individual and business goals.

Typically, a small farmer begins his or her direct sale at a farmers market, and by year two or three develops more sophisticated marketing strategies which might include a CSA and perhaps some direct wholesale. Look over the following pages and think about how each option fits your personality, your goals, and your resources.

A word on quality, flexibility, customer service, selection (variety), accessibility, transparency

1. FARMERS MARKETS:

- Most NFDG farmers sell through farmers markets.
 - There are more than 120 farmers markets (Greenmarket and otherwise) throughout the city.
 - We have a relationship with Greenmarket that helps NFDG farmers get into Greenmarket farmers markets
 - Farmers markets allow farmers to accept EBT food stamps, FMNP checks and Healthbucks (food stamps that are given to low-income families that can only be spent in farmers markets to buy fresh, local produce)
- Greenmarket is the largest network of farmers markets in the city, but there are other organizations that operate markets, including Community Markets, Harvest Home, Just Food, and other community organizations.
- Every farmers market works more or less the same way. They all:
 - obtain the necessary permits and insurance to have a market
 - have rules that specify who can attend the market and what products they may sell there
 - charge a fee for each market space
 - have market managers to ensure that the market runs smoothly
 - market managers:
 - close off the market area and make sure there are no cars or other vendors are in the market area
 - make sure that each farmer is in the right place and taking up the right amount of space

- make sure that each farmer is only selling the products that they are approved to sell in the market
- promote the market in the surrounding neighborhood
- do cooking demonstrations to promote products available in the markets
- evaluate the market through interactive community tools
- enforce all market rules for all farmers
- administer EBT/SNAP sales
- market managers don't:
 - set up your stand
 - sell for you at your stand
 - take care of your kids
 - make price signs or specific farm signs for you
 - bend the rules for individual farmers
- In particular, Greenmarket:
 - requires that all farmers grow within 120 miles to the south, 170 miles east and west, and 250 miles north of New York City (*map and rates*).
 - only allows farmers to sell products they grew or processed themselves (with very few exceptions) (*rules summary*).
 - enforces these rules through farm inspections and market inventories.
 - offers NFDLP farmers a discount on market space during their first two years of operation.
 - **REMEMBER:** Greenmarket—NOT THE NFDLP—makes market assignments and manages all market operations (*org chart*).
- **Advantages**
 - You keep 100% of the profits
 - You can start out on a smaller piece of land because you don't have to grow wholesale quantities
 - You have to grow a variety of crops for market, so you are less likely to be wiped out by a pest problem or crop failure
- **Disadvantages**
 - It's time-consuming to sell at markets
 - Your success depends on how good a salesperson you are
 - You have to grow a variety of products to attract people to your stand, so it's harder to mechanize your operation
 - Your sales are highly dependent on weather conditions
- What you will need to sell at market (*what you need list*).

2. COMMUNITY SUPPORTED AGRICULTURE (CSA):

- Community Supported Agriculture (CSA) is a relationship between a farmer and a group of customers or members where the members pay the farmer in the beginning of the season for a share of the harvest to be delivered each week throughout the season.
- Traditionally, CSA's have members come to the farm to pick up their share, but in New York City that isn't practical so farmers come in to the city and drop off all shares in one central location.
- Different CSA's may offer vegetables, fruit, meat, eggs, flowers, or honey.
- **Advantages**
 - You receive money in the beginning of the season when you most need it
 - Your customers share in the risk of your farm business
 - CSA creates a community of people invested in the success of your farm
- **Disadvantages**
 - Not everyone can afford to pay for the season up front, so it limits your customer base
 - You need to plan carefully to ensure product consistency and diversity throughout the season
 - CSA's are a lot of work to organize
- If you are interested in starting a CSA, you should talk to Just Food (*brochure*).

3. FARM STAND:

- A farm stand can be one of the simplest ways to market your products—you sell directly to your customers on your farm.
- The farm stand can be a simple shelter where you display your farm products or it can be a much more structured farm store with display cases and refrigeration.
- **Advantages**
 - It can be cheap and easy to set up
 - It attracts people to your farm
 - Farmers can make their own schedule
 - Direct interaction with the same customer base
 - You don't have to be there to manage it (customers can pay on the honor system)
 - There are fewer regulations on some products if they are sold directly from the farm (ex. raw milk, apple cider)

- **Disadvantages**
 - You must rely on customers finding you
 - Your success depends on your farm location and visibility
 - To make money, promotion and management is a must
- **Roadside signs and parking**
 - People need to be able to find your stand – attractive, eye-catching, and easy to read from a distance (give them time to pull over and stop safely).
 - Clean, attractive and inviting parking area with ample space. Handicapped parking and accessibility must be provided.
- **Other Considerations**
 - Cost: Farm stand building materials, supplies, and permits – Start Small, but keep an eye on future possibilities for expansion
 - Competition from neighboring farm stands – if so, what do they sell? How will you compete?
 - Depending on your strategy, it may make sense to partner with other area producers and include their products to diversify the stands.

4. U-PICK:

- Pick-Your-Own (PYO), also, U-pick, is when farmers invite the public onto the farm to harvest their own food.
- Ideal crops for PYO/U-pick marketing are those that require little expertise to harvest, but demand considerable harvest labor per acre, like berries, nuts, fruits, tomatoes, beans and pumpkins. U-cut flowers are also an option.
- **Advantages**
 - Elimination of most grading, packing and storing
 - Reduced container costs if customer provides them
 - Cash in hand
 - Large reduction in labor costs: harvest
 - Large reduction in transportation costs
 - No intermediary
 - Crop/product diversity is not crucial
- **Disadvantages**
 - You must rely on customers finding you
 - Your success depends on your farm location and visibility
 - To make money, promotion and management is a must

- Long hours
- Location is critical
- Greater legal liabilities
- Inability to sell all the crop at one time
- Parking, staffing
- **Other Considerations**
 - You can incorporate other aspects into your PYO – educational, other agritourism elements

5. DIRECT WHOLESALE:

- When farmers think about selling Wholesale, the image of a truck loaded with boxes of product going to auction is usually what comes to mind. In reality, this is only profitable for bigger farmers.
- Small farms need to produce high-value products and sell them directly to customers to get the best price.
- “Direct wholesale” targets small privately-owned stores or restaurants that are usually run by the owners. These businesses have much more flexibility than chain stores or corporately-owned restaurants and are often looking for small quantities of high-quality specialty products.
- **Advantages:**
 - Increase your marketing options
 - It’s always a good idea to diversify.
 - Small stores can let you access different customers or tap into a specialty market.
 - Restaurants might be willing to buy your specialty products in order to offer something new to their customers.
 - It’s always good to have a backup plan if something isn’t selling well at the market.
 - Sell more products in less time
 - Many farmers drop products off at stores or restaurants before or after a day at the market. This can increase your sales without adding a lot of hours to your day.
 - Increase publicity
 - Chefs can put the name of your farm on the menu or have wait staff promote you to patrons. They also talk to other chefs and can recommend you to other restaurants.
 - Customers who try your products in a small store or restaurant may seek you out in the farmers market as well or join your CSA.

- Create long-term business partners
 - There is a good chance that if you create a relationship with a chef, he or she will continue to buy from you wherever he or she goes. Chefs move often, and when they do, the new chef may continue to buy from you as well.
- Sell your surplus
 - Farmers sometimes find themselves with too much of one item for the demand in the market. In this case, it is good business to find a place to sell your extra products even if the price you get is less than the direct market price.
 - Can be a good option for small stores (especially if you already have a relationship with the owner), but doesn't usually work for restaurants.
- **Disadvantages:**
 - You can usually get a better price for your products by direct marketing at farmers markets or CSA's.
 - You must be able to grow products with consistent quality.
 - You must be able to have a consistent supply of products throughout the season.
 - You need to be able to produce enough quantity to make it worth the while for a store or restaurant to buy from you.
- **How to get started selling wholesale:**
 - Make a list of small stores, bodegas, and restaurants that fit your product and meet your pricing needs
 - Focus on small, upscale restaurants (can usually be more flexible with ordering and planning their menu).
 - Look for restaurants with "seasonal" or "local" menus.
 - Look for bodegas in neighborhoods where you think your product will sell.
 - Talk directly to store owners, chefs, or the restaurant buyers.
 - Tell the bodega owners about your products and farm.
 - Bring samples of your products.
 - Get a sense of how much they might buy and how often.
 - Let them know what your schedule is and when you can make deliveries.
 - Work out the details of the sale.
 - Establish a minimum order.
 - Establish a cash, payment upon delivery, or other payment policy.
 - Work out your invoicing system.
 - Deliver the goods!

- Remember, you are building the foundation of a long-term relationship.
 - If you can't deliver what you promised, try to get it from another grower.
 - Try to be on time and stick to the schedule you agreed upon.
- How to increase your restaurant sales:
 - Ask chefs and store owners what they need—be willing to grow new items.
 - Use buzz words like “locally-grown,” “organic,” “well-washed,” “flavorful.”
 - Offer a diverse selection of products. Chefs and store owners like to buy from one source if possible.
 - For chefs, learn their menu: items, prices, how often the menu changes.
 - Know the restaurant or store's schedule (might not be the same as yours).
 - When deciding how much to charge, find out what the store or restaurant pays for similar products.
 - Stay in contact during the off-season.
 - How to maintain a good relationship:
 - **Honesty:** be clear about where you are coming from and what your capacity is. If a buyer asks you for something that you can't do, it's better to say “no” immediately rather than damage your relationship later on.
 - **Communication:** if you can't make a delivery or are going to be late, call and explain. Letting someone know about a change in plans is always best.
 - **Consistency:** consistency is essential. Create a regular order and delivery schedule so that the buyer is ready for you.
 - **Deliver what you promise:** restaurants especially make plans on what you promise to deliver, so be exact. If you can't get what you promised, try to get it from another grower.



NEW FARMER DEVELOPMENT PROJECT

Sanitary Regulations for Direct Marketing

The Department of Agriculture and Markets regulates retail food establishments in New York State--including direct marketing businesses like roadside farm markets, on-farm outlets and community farmers markets--with respect to compliance with New York State food sanitation requirements contained in Article 17 of the Agriculture and Markets Law.

Roadside stands, on-farm outlets and farmers markets are **NOT** considered by the Department to be "retail food stores" and are **NOT** required to meet the strict sanitary guidelines required by regular retail food stores or food processing establishments. Generally roadside stands, on-farm outlets and farmers markets are permitted to sell farm produced foods such as the following:

1. Fresh whole fruits and vegetables (uncut)
2. Eggs (only if clean and properly refrigerated at 45°F or less)
3. Grains and legumes
4. Honey and maple syrup



While subject to regular inspection, direct marketing businesses selling only these products are usually inspected by the Department only in the event a consumer complaint is received.

All packaged food products sold at roadside stands, on-farm outlets and farmers markets must be properly labeled in accordance with New York State food labeling requirements. Misrepresenting store bought baked goods as "homemade" or "home baked" and market bought fresh produce as "home grown" is prohibited.

The Department permits direct marketing businesses to sell other foods including certain highly perishable products like meat and dairy products (including hard and soft cheeses), if the products are:

1. Processed at an approved food processing facility
2. Prepackaged and properly labeled
3. Kept at required cold temperatures to prevent spoilage or contamination

No packaging, cutting, slicing or portioning of fruits and vegetables, meat, dairy products or ready-to-eat food is permitted by the Department at roadside stands, on-farm outlets and farmers markets unless the proper "retail food store" sanitary facilities are provided (see Department Circular 962, "[Rules and Regulations Relating to Retail Food Stores](#)"). These facilities would include running hot and cold water, equipment cleaning and sanitizing facilities, handwashing facilities and toilet facilities.

Certain food products may not be sold at roadside stands, on-farm outlets and farmers markets. These include:

1. Home-canned or jarred fruits and vegetables, pickled products, sauces, relishes and other low-acid foods (unless manufactured "under a Department-approved processing method at an inspected facility).
2. Cream, custard, pumpkin, meat or other single-crust pies or cream or cheese-filled baked goods (unless prepared in an approved, inspected baking facility, packaged and properly refrigerated).
3. Any other prepared foods made with highly perishable ingredients for immediate consumption or reheating (unless manufactured and vended under proper food processing and vending licenses).

For additional information on sanitary regulations, contact:

NYS Department of Agriculture and Markets
Division of Food Safety and Inspection
10B Airline Drive
Albany, New York 12235

or Telephone:

Albany (518) 457-5459
New York City (718) 722-2876
Buffalo (716) 847-3185
Rochester (585) 427-2273
Syracuse (315) 487-0852

For direct marketing assistance, telephone:

Albany (518) 457-7076
New York City (718) 722-2830

Source: <http://www.agriculture.ny.gov/FS/industry/sanitary.html>



THE NEW FARMER DEVELOPMENT PROJECT

What to Bring to Market

The following is a basic list of what items you'll need to be successful at market. It's meant to help give new producers a head start and to give returning producers some ideas for improvement. Use this as a starting point that can then be customized for your business' particular needs.

Documents and Information

- Market manager and regional coordinator's phone number
- The appropriate permits for your market
- A copy of our rules and regulations as well as this helpful handbook

Getting to Market

- Cargo van or Truck ¹
- Maps ²
- Jumper cables
- Hand truck for loading and unloading

Stand Structure and Product Storage

- A good tent (EZ-UP style is the most popular with our farmers) to keep you

and your products protected from the elements

Good quality tents are often expensive but are easier to setup, endure the elements, and last much longer.

- Tent sides for rainy and cold days
- Weights
We require all of our producers to have their tents adequately weighed down. See: the "market set-up section for more information about this.
- Ropes and straps to secure the weights to your tent
- Coolers to ensure that potentially hazardous items are kept at their proper temperature
- Tables, racks, sawhorses, shelves, etc.
- Clear presentation case/ sneeze guard for unwrapped potentially hazardous items
- Clean display containers such as wood boxes, wicker baskets, or plastic bins
- Extra crates to create a barrier between your produce and the ground
- Tablecloths
- Anti-fatigue mats for long days of standing and to keep your feet warm in the winter

¹ [Make separate text box] Few producers are able to get by with a standard passenger vehicle or pick-up truck, but don't overdo it! Only get a vehicle as big as you need as parking in the city is often limited. This will also help you save money on fuel. Check the NYC DOT website to make sure that your vehicle has all the correct markings and licenses. Let Greenmarket know if you ret a new vehicle.

² Make sure you know how to (legally) get to your market. A DOT Truck Route Map shows you all of the city roads that allow commercial traffic and can prevent unwanted and expensive tickets. Ask your market manager if you're unsure how to get one.

- Trash receptacle

Making Sales

- Licensed scale, if you plan to sell by weight
- Extra batteries for electronic scales
- Cash box, portable cash register, or money apron
- Plenty of extra quarters, singles, and five dollar bills to make change
- Sturdy bags with handles
Try to encourage the use of reusable bags, but you will always need some on hand.
- Checkout Items such as pencils, pens, calculator, sales record/ receipt book, and notepad to record notes
- Clear Produce bags for delicate greens and small items
- Proper labels when necessary
- Product inventory to track your sales
- Counterfeit pen

For Your Products

- Crushed ice for keeping potentially hazardous items cool and delicate produce fresh
Make sure to collect all the ice (melted and solid) to take back with you at the end of the day.
- Pint or quart baskets for product display and customer use
- String or bands for making bunches

For You and Your Employees

- Cell Phone
- Gloves

- Hats
- Rainwear
- Proper Footwear for the weather conditions
- Drinking water
- Latex gloves for producers with potentially hazardous items.

Marketing Items

- A farm business sign with your business name and location
- Price signs, product signs, and additional materials for making them on the spot
- Fliers, business cards, and pictures of your farm
- Recipes
- Reusable bags with your business' name. You will need a sales tax ID to sell them.

Extra Things you can't do without

- Strong tape
- Extra bungees and rope
- Rags or paper towels
- Markers
- Scissors
- Small first aide kit
- Broom
- Snow shovel for winter months
- Heavy duty spring clamps



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Market Visit Scavenger Hunt

What is the most expensive product in the market? _____

What is the cheapest product in the market? _____

What is the most unusual product in this market? _____

What products are missing from the market?

Is there too much of any product in the market?

Who has the most unique display? Why?

Who has the worst display? Why?

Which farmer would you most want to buy from? Why?

Do customers seem to be buying a lot of each product or just little? _____

About how much do customers seem to be spending at each farm stand? _____

What are the customers like in this market? (think about age, income, nationality, etc.)

If you were selling in this market, what products would you bring to sell here?
Why?

Is there anything else unique or interesting about this market that you noticed?



THE NEW FARMER DEVELOPMENT PROJECT

Like it or not, your farm is a business, and it should make money, not just products. Don't define your profits as what is left over at the end of the year—ask yourself how much profit you would like your farm to make and plan ahead. Keep in mind that it could take longer than one year. Take a few minutes to fill out the chart below with your desired net profits and the amount of sales you think will be needed to make that profit. It's just a guess for now, but think of what your expenses will be. This is your rough plan for how to meet your goal.

Sales and Profits Goals						
	This year	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Sales						
Net Profits						

10 Easy Ways to Increase Farmers Market Sales

Marketing describes a range of activities that include deciding what to produce and how to price, distribute and promote a product. *Selling*, on the other hand, describes the techniques used to entice buyers to exchange their cash for the seller's products.

From "Selling Strategies for Local Food Producers", U. of Missouri Extension

Use Color Blocks

- The human eye can see blocks of color from far away.
 - Yellow can be seen from the furthest away
- Put your brightest product out in front.
- Use blocks of color to create contrast
- The color of your tent, table cloths, and signs should be a part of this.
 - Select colors that would be present in nature



Create Layers and Dimension



- Make the most of your space by using all three dimensions – height, width, and depth.
- The average customer will reach 2-3 ft into a display without feeling awkward or inconvenienced.
- Bringing products closer to eye level is more enticing to customers
- Use wooden boxes or bushel baskets to create depth and height.



Use Good Signage

- Good signage can act as a “silent salesman” and will save you valuable time.
- Make sure signs are clear, neat, and informative.
- Include your logo/brand on all signs to continually promote your business.
- The days of writing your prices on index cards are over! Many customers are reluctant to ask the cost of items so make sure they don't have to.
- Use signs to describe nutritional value



Keep it Clean

- Clean up food scraps and other garbage from the ground around your table
- Tidy up tables
- Consider your personal appearance. The way you look is often the way people perceive your farm.
- Consider having apparel with your farm logo or mission on it.



Create Abundance

- Heed the old saying “pile it high and watch it fly”
- Small portions give the impression of product being “picked over”
- Consolidate product throughout the day
- Think “over flowing baskets, boxes, crates, etc”.



Create Abundance

Remember, people are used to shopping at the grocery store. Recreate it!



Engage Your Customers

- Ask questions:
 - Hi, how are you today?
 - Is there anything special you're looking for?
 - Are you aware of the specials we are offering today?
 - Make people feel welcome
- Share your knowledge
 - Explain how you like to prepare your favorite dish
 - Describe nutritional value
 - Talk about your growing practices or the difficulty of growing a particular product.
 - Tell your story!
- Create Relationships
 - People come to farmers markets to create a relationship with the people they are buying from. Building relationships will improve sales and give you free promotion through word of mouth.
 - Train employees to be well-informed, nice, and customer-oriented.



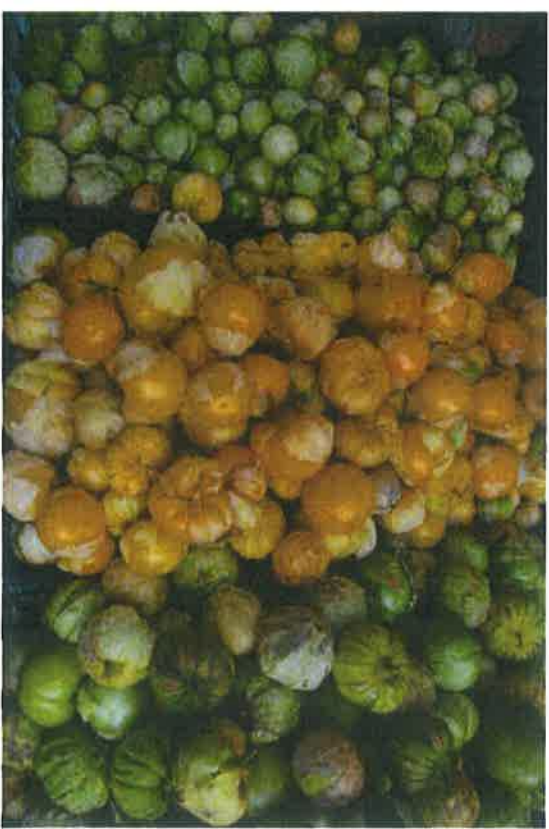
Create a flow

- Make sure there is a clear directional flow for clients to follow
- Place bags at the entry point of your stand, and your register/cash box at the end.
- Make your space is user-friendly; clutter and overcrowding will decrease sales.



Product Placement and Variety

- Try placing potatoes next to garlic, and include a recipe card for “garlic mashed potatoes”.
- Offer multiple varieties of one product and expand the taste (and purchase quantity) of your clientele.



Make Deals

- 2 for 1's
- Exchanges
- "New this week"
- Daily Specials
- Put things into containers with a pre-determined price.
- Create a "grab and go" section
- Especially important in the city



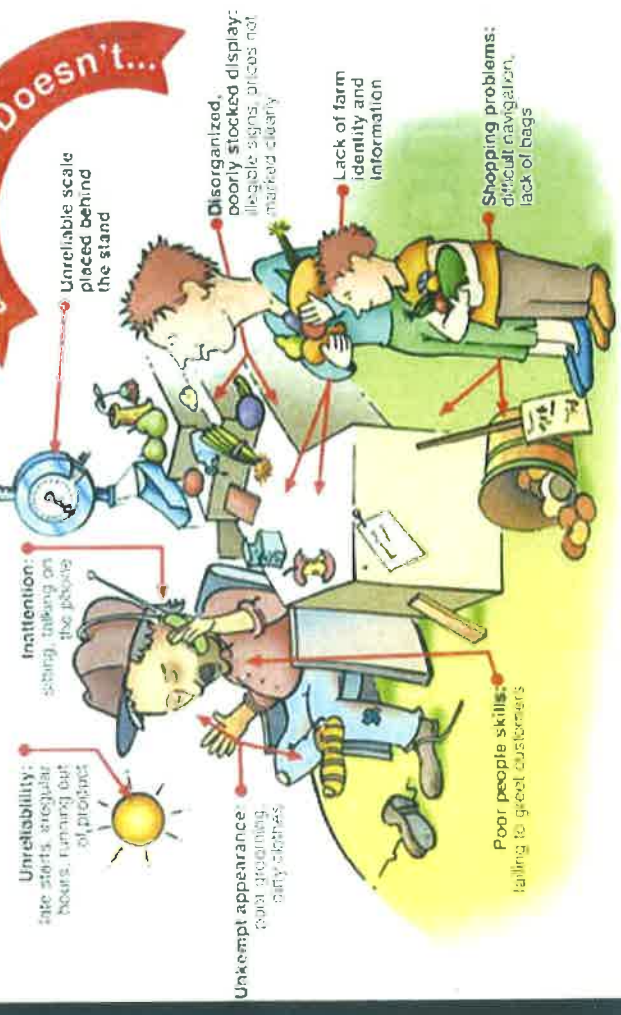
Take Advantage of down Time

- Here's when you can cut up some samples, put up signage that hasn't made it off the truck, mist vegetables to keep them fresh, tally your sales, empty your cash box, consolidate product, clean up your market space,

What Sells...



and What Doesn't...



Top 5 Annoyances for Farmers Market Customers

1. Vendor takes or makes cell phone calls while serving customers
2. Vendor chats for too long while other customers are waiting in line to be pay
3. Long line at vendors stand
4. Vendor does not acknowledge waiting customer
5. Vendor cannot make change

* Courtesy of University of Missouri Extension

Sources

- Growing for Market
- University of Missouri Extension
- Greenmarket Farmers
- Alberta Farmers Market Association