



# Setting Yourself Apart in a Farmers' Market

**March 1, 2013**

# Setting Yourself Apart in a Farmers' Market

- Importance of Great Products
- Design your “store” (booth/stall)
  - Displays that work
    - Customer Friendly Space
      - Easy entry and movement through “store”
      - Easy to purchase
      - Easy to interact with you
    - Abundance
      - Not overwhelming
      - Organized
    - 3-Dimensional



# Setting Yourself Apart in a Farmers' Market



- Effective use of signs
  - Importance of labeling
  - Stand out in the crowd
- Packaging
  - Grab and Go
  - Pre-pack for specific price points (SFMNP, WIC, etc.)
- Offer Outstanding Customer Service
- Examples
- Q & A



# Importance of Great Products



‘Local’ is the new organic

According to the National Restaurant Association What’s Hot in 2013

#1 Locally sourced meats/seafood

#2 Locally grown produce

Healthy Snacks and Meals for kids

[http://www.restaurant.org/nra\\_news\\_blog/2012/12/whats-hot-in-2013-culinary-forecast-predicts-menu-trends.cfm](http://www.restaurant.org/nra_news_blog/2012/12/whats-hot-in-2013-culinary-forecast-predicts-menu-trends.cfm)

According to Sterling Rice Group

#4 Veggies will take over the plate

<http://www.srg.com/permanent/2012/10/2013-culinary-predictions>

# Importance of Great Products



- **Ensure your products are high quality**
  - **Share variety names with consumers**
  - **Explain why you grow the varieties you grow**
  - **Offer taste testing for comparison**
  - **Properly harvest and transport products to maintain quality**
  - **If you have a large number of seconds, think of other marketing channels to sell these products**

# Importance of Great Products



- **Great Product Sells Itself**
- **Locally produced products are perceived to be fresher than grocery store items – ensure that yours are.**

# Design your store (booth/stall)

- **Make your space customer friendly**
- **Clean canopies and tents in good repair**
- **Neat and clean table covers that complement your products**
- **Design the customer flow through your booth.**



<http://www.ezup.com/>



# Design your store (booth/stall)

- Ensure your space is customer friendly**
- **Understand where to enter/pay/exit**
  - **Can easily interact with you**
  - **Can easily move through your “store”**



<http://getoutslo.com/san-luis-obispo-farmers-market/150/>



# Best Practices for Farmers' Market Vendors

## Make sure customers can easily move through your store

- No tripping hazards
- Enough room so they don't feel too pressured to move on.
- As bins become depleted, consolidate



# Design your store (booth/stall)

Use table covers that:

- Compliment your products
- Are easy to clean
- Help to maintain product quality





# Design your store (booth/stall)

Appeal to the customer's eye by creating a sense of abundance



Use containers that complement the product and are easy to transport.

# Design your store (booth/stall)

- Displays that work
  - Take advantage of vertical space
  - Display unique items to encourage customers to slow down and look at them
  - Mix colors and products





# Use Signs Effectively



- Make sure every product is labeled with type or name AND price
- Use creative signs that fit your design style
  - Include your logo, picture, or other eye-catching design
  - Laminate price card and then write the price with wax pencil – inexpensive, effective, and easy to reuse

# Use Signs Effectively



- Ensure customers can find you in the market
  - A double-sided sign perpendicular to your “store” front makes you visible from either end of the market
- Include your logo on all signs, print materials, and promotions

# Use Signs Effectively

If you accept market tokens and/or food assistance benefits, be sure to prominently display this to your customer.





# Packaging



Design grab and go products

Pre-pack for specific price points

- If you know your average sale and want to boost that by a few dollars, develop a package price accordingly
- Display one in an eye-catching manner. Have others already bagged and ready to go.





# Packaging

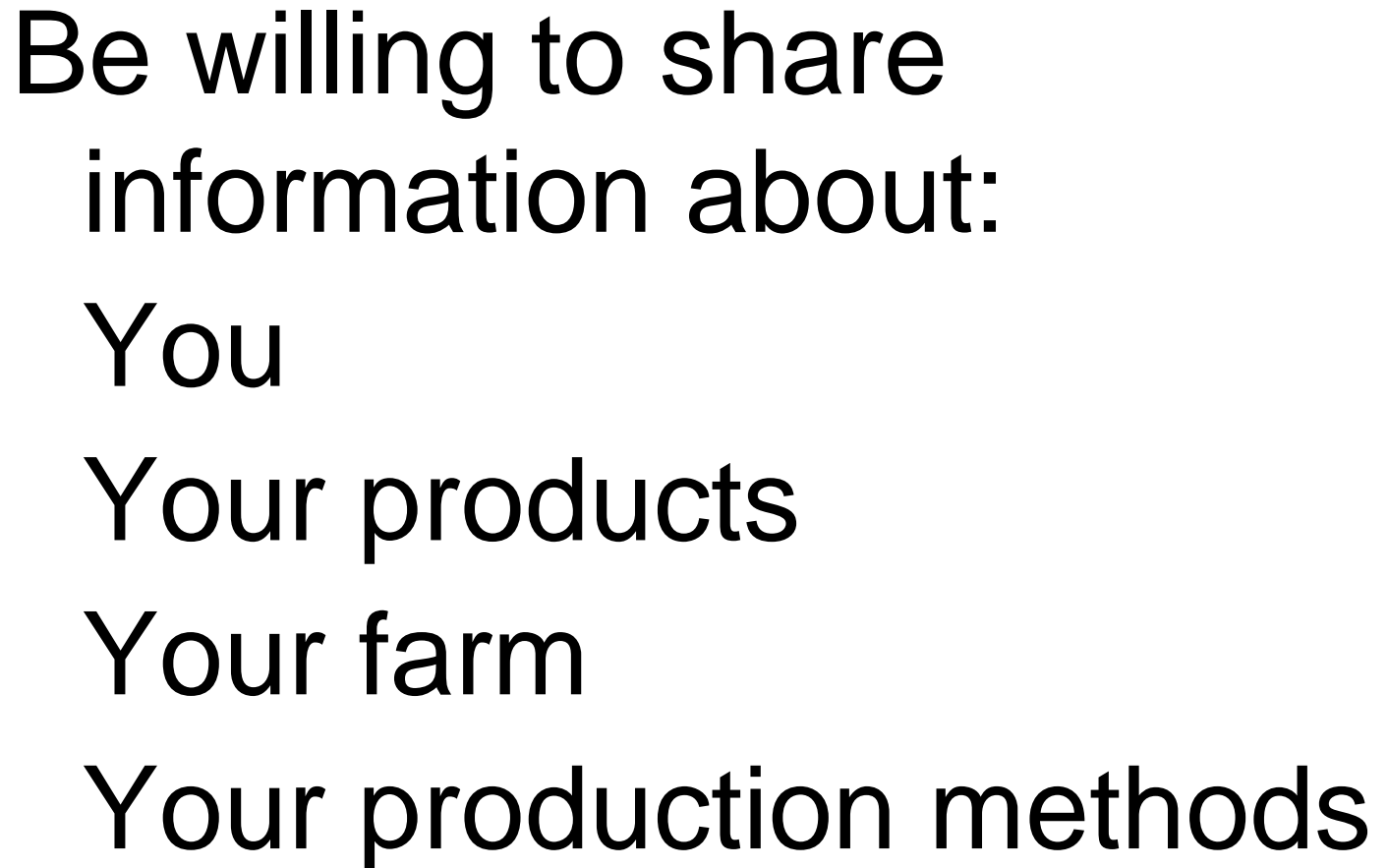


Remember 2013 food trends? Develop a package that is kid friendly, healthy, and kids can easily carry.

[http://www.cityfood.com/media/resampled/articleElement/216/resampled\\_CUTIE.jpg](http://www.cityfood.com/media/resampled/articleElement/216/resampled_CUTIE.jpg)



Be creative when naming your products. Ex. If you provide recipe cards, always include your name before the ingredient you sell in the recipe.



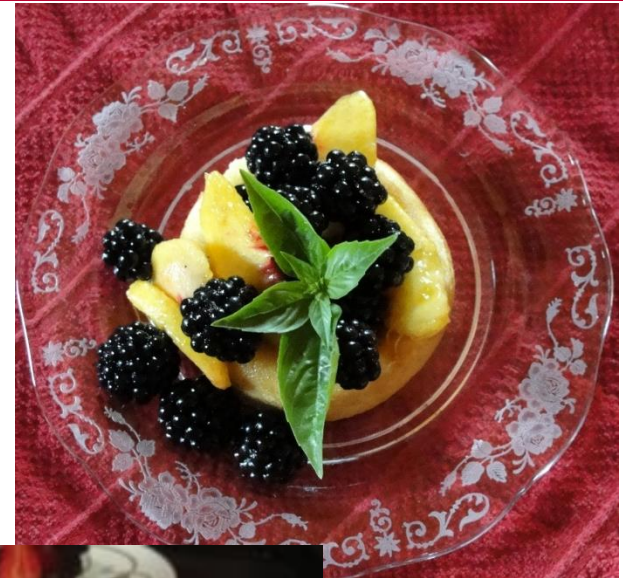


# Offer Outstanding Customer Service

- Be Friendly
- Identify yourself/employees
  - Shirts, hats, aprons with your logo
- Provide Bags/Boxes easy to transport
- Product information literature – recipes, how to store/freeze/use product (educate on safe food handling).
- Promote other market vendors

# Offer Outstanding Customer Service

- Develop recipes that use your products and products you purchase at market.
  - This gives you credibility, encourages loyal customers, and repeat buyers.
- Share pictures of how you use your products.







# Offer Outstanding Customer Service

- Offer samples
- Don't say, "Do you want a sample?" It's easy to say no. Instead, say, "Have you ever tried...?" They slow down. **You want people to slow down at the stall.** The bigger the stall, the easier it is to get them to stop.
- Sample one slice at a time or out of your hand: time to tell them 3 things about your product (where it is grown, how it is grown, etc.) Use a gloved hand for sanitation or a 12-16 inch tong and be sure to follow the proper sampling guidelines.

# Offer Outstanding Customer Service

## *Sampling sells product...*



- Sample your best, ripe produce.
- Do a comparative tasting at your own stall.
- Provide recipes for the products you sample.
- Ask your customers their opinion (if they don't like a product use this information to improve).

# Offer Outstanding Customer Service

## Add in Customer Service

- Always educate your customers
- Hold packages
- Take orders
- Let your customers know what's coming next week
- Look at your “store”, both the display and yourself, from the customer's point of view





# Setting Yourself Apart In a Farmers' Market

*Be Creative*





# Setting Yourself Apart In a Farmers' Market

*For eye appeal, mix up the color*





# Setting Yourself Apart In a Farmers' Market

*Table coverings accent a display*





# Setting Yourself Apart In a Farmers' Market

*Increase customer reach with layers*





# Setting Yourself Apart In a Farmers' Market

*Use aroma to draw attention...*





# Setting Yourself Apart In a Farmers' Market

*Every product needs a price sign...*



# Setting Yourself Apart In a Farmers' Market

*Invite your  
customers  
back!  
Get to know  
repeat  
customers by  
name.*







# Best Practices for Farmers' Market Vendors

## Additional Resources

- OSU Extension  
[www.ohiofarmersmarkets.osu.edu](http://www.ohiofarmersmarkets.osu.edu)
- USDA Agricultural Marketing Service  
<http://www.ams.usda.gov/AMSv1.0/>

Ohio Department of Agriculture  
<http://www.ohioproud.org/>

Farmers Market Coalition  
[www.farmersmarketcoalition.org](http://www.farmersmarketcoalition.org)



# Best Practices for Farmers' Market Vendors

## References:

Shared Wisdom: Selling Your Best at Farmers' Markets, Executive Producer: Steve Miller

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The Art & Science of Farmers' Market Displays: Peabody, Mary (2009). University of Vermont Extension



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