

Tips for Selling at Farmers Markets and Restaurants



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Kentucky Farmers' Markets

- 151 Farmers Markets in 103 counties across KY
 - 22 in Jefferson Co. (Louisville) alone!
 - 42 Have permanent structures
 - 2803 vendors
- 84 Markets reported sales of \$7.8 million in 2011
- Value to farmers is well over \$10 million



US Farmers' Markets

In 2005 there were 4,093 established Markets

As of August or 2011 there were 7,175 total US Farmers' markets with 1,043 being established in 2011



Cooking Demos

- In 2008 KY AGR carried out taste demos in markets in Northern KY
 - Prior to demo aprox. 395 units were sold/wk
 - During Demos, 4,076 units were sold
 - 3 Weeks after demo, 1,526 were sold weekly

So this data shows that tasting demo help sell product and sales continue.

2010 Aquaculture Study

Aquabreds sold KSU produced prawn at the Farmers' Markets

- Whole on drained ice
- Three markets were targeted
- Weekdays and weekends sales were held
- Prior to sales, news paper articles and advertising was done
- Taste Demo was done prior to Saturday sale
- Farmers Market email newsletters included event

What they sold!

- All product was whole on ice



Market	Date	Pounds	Value	Comment
Franklyn Co.	14-Sep	40.5	\$324	SOE
Franklyn Co.	15-Sep	38.5	\$308	SO
Franklyn Co.	16-Sep	47	\$376	SO rain
Franklyn Co.	18-Sep	129	\$1,032	SO
St. Mathew's	18-Sep	113.5	\$908	SOE
Bluegrass	18-Sep	150	\$1,200	SOE

2011 Results...

- Tuesday 9/13 market sold **33** pounds of frozen tails
- Saturday 9/16 market sold **58** pounds of frozen tails and **195** pounds of fresh whole head-on!
- There was heavy coverage for the 9/16 market in local papers.
- The next Saturday 9/24, **28** pounds of frozen and **90** pounds of fresh head-on were sold.
 - The weather was rainy and there were several other festivals going on.



Farmers' Markets Customers

- Have a higher level of education
- Have a higher income bracket
- Are environmentally conscious
- Are driven to buy local
- Will pay a higher price to support local farmers
- Look for fresh products



Customers....

- Several customers came because of the **tasting**
- Many came because of the Newspaper **article and advertising**
- Many came because they had tasted them before and wanted the **locally grown prawn**



Farmers' Market Vendors

- Want to talk about their farm and activities
- Want to get to know their customers
- Want to sell the freshest and prettiest products
- Are very display conscious
- They want to make money





To sell successfully at Farmers' Markets.....

- Be prepared and ready to go!
- Have everything you need!
- Know **what** your are selling: **how** it is grown, harvested, **what** does it eat and **how** is it prepared.
- Be ready for some negative comments

Day of Sale

- Need:
 - Certified scale
 - Signage
 - Gloves
 - Bank for change
 - Product on ice in coolers and extra ice
 - Bags
 - Information on product and uses, recipes
 - Help!



Requirements for Taste Demos

- Hand washing station
- Wash/Rinse/Sanitize
- Sampling certificate from KDA
- Positive Attitude



Taste Demo: Spices, signage, tools!



Sampling protocol,

follow the guidelines in the Farmers
Market Manual on the KDA web page

www.kyagr.com under Farmers Markets





Sampling Protocol

- All products need to be covered
- All need to be kept cold/hot
- All raw products need to maintain $<40^{\circ}$
- All handling should maintain food safety standards
- All samples should be in individualized serving containers with toothpick/spoon/fork

People Love Local!

Consumers are searching for it!

Chefs are responding!





Restaurants

- Chefs use Farmers' Markets to purchase local products
- Several chefs will do demo at Farmers' Markets
 - Great PR for their restaurants
- KY has 220 Restaurant Rewards members that are supporting KY grown farm products
- At least 1/3 shop at the farmers' Markets around the state or have made contacts with growers for direct delivery
- A Nebraska study showed that $\frac{3}{4}$ surveyed want local and 57% want to buy direct from farmers

Why do Restaurants want local?

- **Local foods taste better.**
 - Anyone with a garden can attest to this fact. Just like homemade bread beats the store bought variety, wholesale vegetables and fruits just don't compare to local garden goods.
- **Local foods support local economies.**
 - Support your local economy. You not only keep your money local, you also foster relationships with other business people in your neighborhood.
- **Local foods are great for restaurant marketing.**
 - Add terms like farm-fresh or locally grown to a menu description and watch the items fly out of the kitchen. I've never heard a customer complain about eating food from local farms or gardens. Using local food is a selling point for restaurants.





Why do Restaurants want local?

- **Local foods let you be creative with your menu.**
 - Local foods are based on the seasons, restaurants need to rotate their menu items, based on availability. What better way to come up with daily specials, than looking at the ingredients at the local farmers market?
- **Local foods don't stop with fruits and vegetables.**
 - Long after the growing season is finished you can find plenty of local foods to add to your restaurant menu. Seafood, poultry, beef and pork are available year round, as is honey and dairy products.

Why do Restaurants want local?

- **Local foods protect the environment.**
 - Local foods are generally easier on the environment. They use less energy for harvesting and transportation and many small farms are organic (but not all) and don't use pesticides, hormones or other chemicals. Buying local foods is just one way that restaurants go Green
- **Local foods preserve the countryside.**
 - Supporting local farmers helps keep them in business, preventing your town from becoming Anytown, USA.





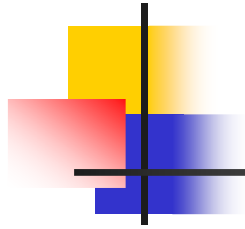
Why do Restaurants want local?

- **Local foods offer more variety.**
 - Small farms offer unique produce that are often unsuited for commercial food growing. Restaurants can choose from hundreds of heirloom varieties of fruits, vegetables, seafood and other proteins adding more flavors and colors to their restaurant menu.
- **Local foods aren't as expensive as you think.**
 - Few small farms can compete with wholesale food distributors for steep discounts, prices aren't always that much higher. Considering the higher quality of produce, you are really getting more bang for your restaurant food cost buck. Some areas offer Restaurant Supported Agriculture (RSAs) which are similar to a CSA (community supported agriculture) offering buying discounts and other tangible benefits for restaurants

Enjoy the market

- Have contact info for future purchases
- Supply recipes
- Compliment with other products available at the market during demos.
- Mostly have fun, and people will buy your products





Enjoy the Restaurant

- Patronize the restaurants that purchase from you
- Let them know of specials/events you have from the farm
- Keep them in the loop as to availability and delivery
- Keep their schedule and space in mind when delivering

Summary

- Local Restaurants want local
- They want to tell your story
- Invite chefs to the farm
- Demos will increase all sales
- Need consistency
 - At markets and to restaurants
- Need to be at several markets in a row
- Be Prepared! Have all info, supplies, people and tools and money for change
- Be willing to talk to customers!





Questions????

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