



# Maximizing Your Direct Market Appeal

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Foothills Small Farm Workshop  
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# Topics

- Why is Appeal Important
- Dimensions of your products
- Produce Quality
- Displays & Signage
- The People Appeal
- Food Safety Regulations
- Summing it up.....

# Why is Appeal Important?

- Appealing produce gets you noticed
- Appealing produce gets people talking about you
- Appealing displays bring in more customers
- Appealing displays earn higher prices
- Appealing displays attract restaurant chefs and other types of buyers

# Dimensions of Your Product

- Crop assortment—SPECIALIZE TO START
- Crop varieties
  - Including early & late season
- Fresh, value-added/processed
- Bulk, bundled, packaged
- “Farm Brand”
- Features, e.g., organic, no pesticides,  
“Farms of Amador”
- Packaging/labeling



# Produce Quality

- Some Market Managers have direct control over produce quality:  
“Any products that appear badly marked, poor quality, over ripe, fruit fly infested, other pest infestations (presence of mealy bug, sooty mould etc), can be considered unmarketable and removed by the Market Manager.”





# How do Foothill Counties consumers define produce quality?

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# How do consumers in general define produce quality?

- Freshness
- Ripeness
- Eating quality
  - Flavor
  - Aroma
  - Texture
- Puncture-free
- NOT shelf life
- NOT large
- NOT bright and shiny
- NOT perfectly symmetric



# How do consumers define value for produce?

- When asked to define value the top answer selected by 75% of the study's respondents was "quality;" price ranked second with 65%...
- Acceptable "quality" is the entry requirement for purchase consideration.
- Once that threshold has been met for individual consumers, price becomes the key driver

--Hartman Group Study, 2010

**ORGANIC**  
**Yakata Fuji**  
Sweet & Tart    Crunch  
**\$2.75/lb**

**Organic**  
**Pink Lady**  
Sweet & Tart    Crunch  
**\$2.75/lb**

**Cosmetically  
Challenged  
Organic  
Apples  
\$ 1.<sup>50</sup>/<sub>16</sub>**



# Appealing Display Area

- Well organized
- Does not obstruct Market traffic flow
- Attractive, uncluttered
- Try to keep your vehicle out of display













LIFELINE FARM

Beef



Pork



# Think of your product as your Point of Sale Materials

- “Attractive abundance”
- Use your booth as a marketing tool/attention getter
- Product name and prices
  - Clear, easy to read



# SHEPHERDS GRAIN

FAMILY  
FARMS  
OK., WA, ID.  
FOOD ALLIANCE  
CERTIFIED

Hi GLUTEN FLOUR	\$ 5
WHOLE WHEAT FLOUR	\$ 3
DWELLY GARBANOS	\$ 2/#
PARDINA LENTILS	\$ 2/#
RED BEANS	\$ 3/kg
KIDNEY BEANS	\$ 2/#
WHEAT BERRIES	\$ 1/#



# Uncluttered Display Area





# Signage Is Important

- Do your customers know your farm's name?
- Are your products labeled clearly?
- Are your prices easy to read?

# Signage—Do Your Customers Know Your Name?

- Farm Sign
  - Clear, recognizable
  - Location



**Deardorff**  
FAMILY FARMS

*Sustainable Farming for a Healthier Life!*



# HARLEQUIN PRODUCE



# Signage

- Product name and prices
  - Clear, easy to read



# LAMB

Fifth generation family rancher Reed Anderson raises our grass-fed and finished lamb in Oregon's Willamette Valley. The lambs are given no antibiotics or growth hormones and live on open pasture. All our lamb is Certified humanely raised and handled.

## CHOPS, STEAKS & GRILLING CUTS

Sirloin Chop (T. bone) - \$17.99/Lb  
Lamb leg Steak - \$9.99/Lb  
~~Butterflied Leg Sirloin - \$9.99/Lb~~  
~~Lamb Shoulder Steak - \$6.99/Lb~~

## ROASTS, STEWS & BRAISING

Boneless Netted Shoulder Roast - \$6.99/Lb  
Boneless Netted Leg Roast - \$9.99/Lb  
~~Riblets (short ribs) - \$5.99/Lb~~  
~~Shanks - \$6.99/Lb~~

## OR PERHAPS..

Ground Lamb - \$6.99/Lb  
Moroccan Sausage - \$10/pack

\*LAMB NECKS \$5.99/LB

# VITELLONE

With the tenderness and flavor of veal, our vitellone is pasture-raised on mother's milk and grass in the lush Willamette Valley in Oregon without the use of antibiotics or hormones. Our vitellone never lives in a crate is never fed formula, and is Certified humanely raised and handled. Translated loosely to "young cow" or "big veal", it is found on menus throughout Tuscany. Bon appetito!

## STEAKS, & OTHER CUTS FOR GRILLING

Bone-in Ribeye - \$18.99/Lb  
T-Bone - \$16.99/Lb  
~~Top Sirloin - \$9.99/Lb~~  
~~Filet Mignon - \$23.99/Lb~~  
~~Flank Steak - \$12.99/Lb~~  
~~Flat Iron - \$12.99/Lb~~  
~~Sirloin Tip Steak - \$8.99/Lb~~  
~~Chuck Steak - \$6.99/Lb~~

## ROASTS AND STEWS

Ossobuco - \$6.99/Lb  
Chuck Roast - \$6.99/Lb

## -SPECIALS-

o BONES o SHORT RIBS

o TRI-TIP

# Signage to Inform





# THAI YANG MAI VUDH Fresno

Thai Yang Mai Vudh is a family-run business in Fresno, California. We grow a large variety of vegetables including broccoli, cauliflower, carrots, onions, ginger, radish, and garlic. Our family began farming after we moved to the United States. We didn't know the first thing about farming, but after talking to our father, we decided we would make this a successful family business. The whole family joined in, including the kids, and after a year, we started to sell our produce to the farmers' market. It was a lot of hard work, but we did it and we are proud of all our efforts. Farming brings us a lot of happiness, but we especially enjoy the farming because we can see our own produce and we meet so many different people through our work. We participate in our farmers' market every week and we feel part of something that makes a living with our families. In the future, we hope to expand our farm and increase production. High quality produce for all.

"We grow what we sell"

## What can I do with Sugar Cane?

Scan this with your smartphone for recipes, tips, nutrition facts, and more!



BABY BOK CHOI  
\$1.50 each  
ORGANICALLY GROWN  
NEW MORNING FARM  
RADISHES  
\$0.95 each



**TAT SOI**  
*This gorgeous Chinese cabbage  
is a cousin to the  
familiar Bok Chai.  
Stir fry both the leaves  
and ribs!*  
\$2.25  
each

RM FREE  
RM FREE

ARMS  
\$5.00  
/ POUND  
CLASSIC  
WITH TEXTURE  
VEGETABLES  
IN ROASTS,  
GRATINS,  
SOUPS  
& PUREES

ORGANICALLY GROWN BY HAPPY BOY FARMS  
**Watermelon Radishes** \$2.00 / POUND  
THIS CUTE, ROUND ROOT HAS A BRIGHT PINK  
INSIDE. THEY MAKE A NICE COUNTERPOINT TO  
THEir CRISP AND TASTY CHOICE FOR  
SALADS, THEIR CRISP INTEREST WITH A SPLASH  
OF VINEGAR OR LEMON JUICE. WE ALSO RECOMMEND  
THEY BE ROASTED OR AS AN INGREDIENT IN SOUPS  
& CURRIES. THEIR FLAVOR IS  
DELICIOUS LIKE SARDIN.

ORGANICALLY GROWN BY HAPPY BOY FARMS  
**nettles** \$2.00 / BAG  
THESE TASTY WILD GREENS  
ARE HIGH IN PROTEIN  
& VITAMINS.  
BLANCH IN BOILING WATER  
OR SAUTEE FULLY  
STING OUT  
TO  
EAS.



# What are Pomellos?



Scan this with your  
smartphone for recipes,  
tips, nutrition facts,  
and more!

See the Market Manager For more information  
[pcfma.com](http://pcfma.com) 1.800.949.Farm



Pom  
\$1

# Cleanliness

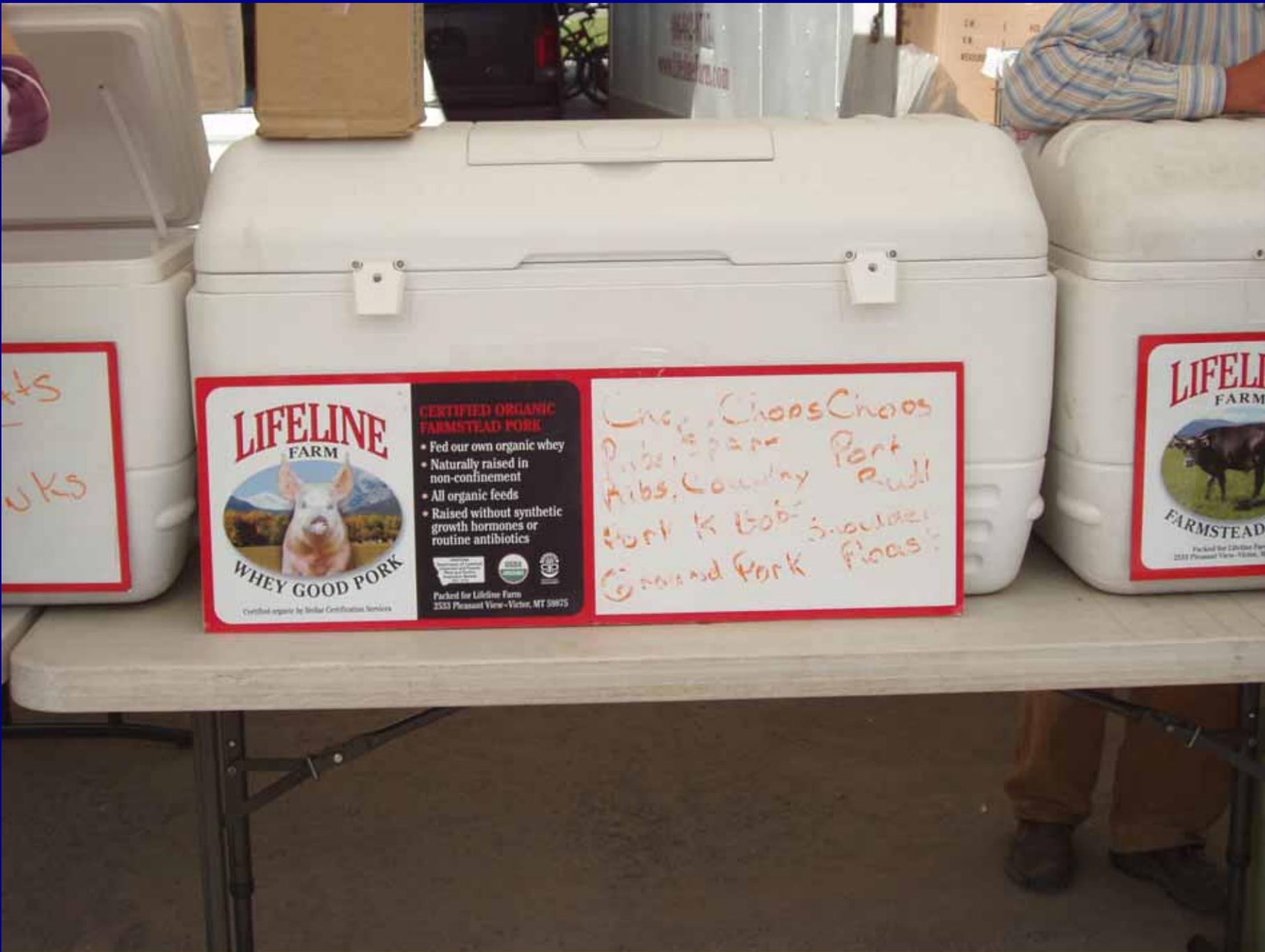
“Cleanliness is the most important aspect governing the sale of produce at Huffman’s.

All of the tables get cleaned every morning and every night.

All of the carpeted shelves get vacuumed.

And, all of the produce gets cleaned before it ever hits the shelves”





**LIFELINE**  
FARM

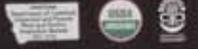


**WHEY GOOD PORK**

Certified organic by Better Certification Services

**CERTIFIED ORGANIC FARMSTEAD PORK**

- Fed our own organic whey
- Naturally raised in non-confinement
- All organic feeds
- Raised without synthetic growth hormones or routine antibiotics



Packed for Lifeline Farm  
2533 Pleasant View - Victor, MT 59875

Chops, Chops Chops  
 Pork Spare Ribs, Country Ribs  
 Pork K Bob - Shoulder  
 Ground Pork. Floss!





# The People Appeal

- Are your salesperson's hands clean?
- Is your salesperson's clothing clean?
- Is your salesperson approachable?
- Is your salesperson informative?





# Food Safety

- County Environmental Health Dept. regulates sampling at Farmers Markets
- Serving utensils must be disposed of after one use
- Containers need to covered
- Disposable gloves?

# Food Safety

- After 2006 E. coli outbreak in spinach, shoppers flocked to Farmers Markets to buy spinach from a farmer they trusted
- But...most farmers who sell at farmers markets do not have any food safety certification

# New Food Safety Bill

- Tester Amendment provides exemption for “small farmer” who sells majority of their product direct
  - 50% or more of farm product direct marketed
  - Direct markets in the same state or within 275 miles
  - Total farm sales less than \$500,000
  - Name, address and phone # provided to customer
- Applies only to fruits and vegetables, not meat, poultry or dairy products

# MISCELLANEOUS TIPS

Growing is not the hardest part of farming

The farmer who will stay in this business is the one who can market—and market at a fair price

Paul Muller, Full Belly Farm

# Summing it up....

- Assess the market situation
- Understand your different target markets
- Plant accordingly
- Produce and handle to maximize your quality and food safety
- Display with quality
- Use signage to market your identity and differentiate yourself
- Invest your time in quality to earn the money you deserve