

Tips for Farmers' Market Success

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AUTHORS Claudia Smith, Blossom Hill Farm, and Cindy Fake, Horticulture & Small Farms Advisor, Nevada & Placer Counties

Your Product:

- **Freshness & quality** are the main reasons why people come to the market. Leave over-mature, bruised, or unripe fruit at home!
- Studies show that while convenience may make the initial sale, produce quality is what brings repeat customers
- For the consumer, produce quality is appearance, taste, freshness, and ripeness
- Protect product from sun, heat, and drying out: mist it!
- Give samples, especially of new products



Signage:

- Large farm sign with farm name & location
 - ◊ Brand yourself – Create name recognition & an identity for your farm
 - ◊ Make sure your customers know you & your farm's name. Your farm name should be no more than 3 words, and make sure it paints an appealing picture for customers!
 - ◊ Be different!
- On each kind of produce:
 - ◊ Variety
 - ◊ How to use it: "good for soup"
 - ◊ Use adjectives: tender, crunchy, flavorful
 - ◊ Highlight unusual/ specialty products
- Know your product and share what you know!
- Provide serving ideas & recipe cards
- Easy to read prices! Many customers will not buy if they have to ask the price
 - ◊ Prices should always be round numbers
 - ◊ If tax is applicable, include tax in price
 - ◊ Charge more for quality



Displays:

- Color:
 - ◊ Intermingle contrasting colors
 - ◊ Use patterned tablecloths in bright colors that show off your product
- Use vertical displays
 - ◊ Multilevel displays
 - ◊ Elevate back rows
 - ◊ Variation in height
 - ◊ Customers focus on area between the elbows and head, so use height
- **Abundance** – Pile it high
- Show off decorative uses of product
- Use baskets & crates to give a "farm look"



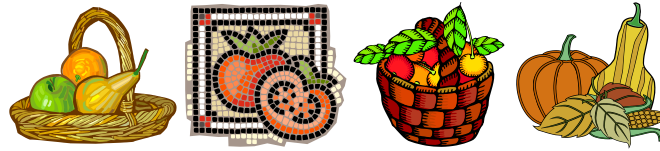
Customer Service:

- Sell more than produce: sell service and the farmers' market experience
- Greet every customer who walks by, whether or not they buy from you
- Get to know your customers and what they are looking for
- Remember customers' names and preferences
- Make customers want to return to your stall by providing prompt, courteous service

As a vendor:

- Dress neatly, comb your hair, and be sure your hands and clothes are clean.
- Be polite, considerate, and attentive. Your customer is THE most important person in the market at the moment you are speaking with them.
- Be friendly, but not overly familiar.





- Know your product and share your enthusiasm for it, but do not criticize others' products.
- Be appreciative when a customer buys from you.
- If someone complains about your product from the previous market, thank them sincerely and ask if they would like a replacement or a refund.
- Come to the market ready to sell. Don't look on it as down time. Be ON!
- **Do NOT**
 - ◊ Sit down behind your stall or stand around daydreaming. Be active in marketing your product.
 - ◊ Spend the market talking on your cell phone or chatting with your neighbors.
- ◊ Spend all your time arranging or sorting produce so you fail to greet customers.
- ◊ Complain, criticize, or talk about your troubles.
- ◊ Talk loudly or push your product over others'.



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