



Brown Bag Lunch Webinar Series

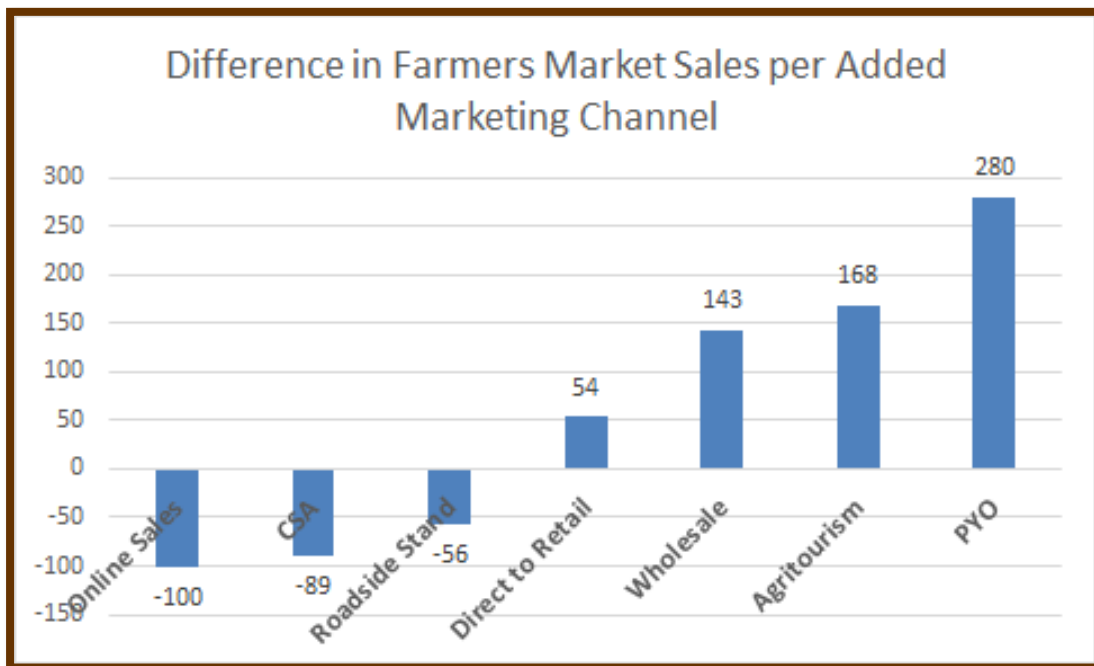
Farmers Market Benchmarks

Marketing Benchmarks

1. Diversity of marketing channels

Many farmers are using a variety of marketing channels to sell their farm products, with an average of farmers using 2 – 3 different channels. When adding Pick-Your-Own to your marketing mix, farmers show a statistically significant increase in farmers market sales. No other marketing channel added to a farm's marketing mix showed a significant impact on farmers market sales.

Farmers Market Sales with farmers using additional marketing channels



However, when you use more than one marketing channel to sell your farm products, you reduce your risk. What if you have a season that rains every market day? Market sales are typically reduced on rainy days. But having a CSA or other place to sell your product ensures that you have a place for your products and the impact on your overall income is minimized as your marketing channel diversity increases.

Another opportunity for using multiple marketing channels is the opportunity to co-promote your farm. When you are at the farmers market, your farm brochures and conversations with your customers can direct them to your farm stand, corn maze or PYO orchard. It's free advertising and very effective. Likewise, when a restaurant buys your meats and puts your farm on their menu, you are receiving free advertising. Customers eating at that restaurant see your name on the menu and comes to visit. It's as if the restaurant has endorsed your farm. And customers can taste how good your product is!

2. The use of marketing strategies to impact market sales.

Marketing Strategy	% of farmers employing strategy	Farmers Market Sales Per Strategy					
		Dairy	Fruit	Honey	Maple	Meats	Vegetables
Advertising participation in the market	22	733	743	350	350	No data	646
Posting farm pictures at the market booth	37	814	1113	350	617	440	717
Have farm brochures on the table for customer pickup	39	805	920	350	550	583	877
Use farm name &/or logo on clothing worn at market	40	883	1032	350	550	603	686
Use farm logo on product and signage	48	883	1032	350	550	558	560
Use social media to communicate with customers	58	855	1707	350	550	464	975
Keep business cards on the table for customer pickup	64	805	496	350	550	372	631
Post signs and banners with farm name	90	805	1329	350	550	516	844

The goal of these marketing strategies is to reach more customers, drive more sales at your market table and create steadfast, loyal customers. Keeping your name in front of your customers helps people to remember where they bought the best tomatoes or the tenderest meats. They will want to be sure to come back to you on their next trip to the market. Make it easy for them to find you by hanging a banner or other sign at your booth with your farm name. This is especially important if you are in a market where you are not always in the same location. Your banner is a beacon calling your customers to you.

It is best to use a multiple number of these strategies in your self-promotion efforts. The more strategies you employ, the more you will be rewarded.



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