

Making Market Sales Sizzle!

Customer's come to a farmers' market for many reasons: freshness, quality, abundance and variety of product and farmers to choose from. But as farmers, we are all competing for the same consumers' attention, with similar products. So how do we set ourselves apart from our neighbor and maximize our own sales.

Slide	Description
Display Slide #3	Create attention to your table with your display. Notice the pyramid of corn with the husks drawn back. It draws attention!
#4	Be whimsical. This farmer's crop of potatoes was misshapen and unsaleable as baking potatoes. Instead he lined the front of his table with the odd shaped potatoes and drew customer's attention with the curiosities.
#5	Pile it high! People can't resist a huge display. It catches their eye, draws them in and makes your sale.
#6	Color catches people's eye. Make the most of the colors in your products by coordinating the colors – no two similar colors together.
#7	Table coverings can accent a display. Use a color and small design that won't dominate your product.
#8	Layers or tipped displays show product off. It creates attention and customers can easily reach the back of your display
#9	Layers also create the illusion of abundance. It makes it seem as though there is a lot more product there than there actually is!
#10	If your product cannot be displayed, such as meat products, you'll need to be creative about your display to draw customer's attention – use pictures, bouquets of flowers or unusual signage to draw attention to your table.
#11	Besides eye appeal, play to the other senses, as well. Use aroma to draw customers in. The sense of smell elicits the most powerful reaction – use it to your advantage. Crush herbs to release their scent or dab flavored oils, such as cinnamon oil, to bring customers to your table.
#12	Display containers can be almost anything! Be creative.
#13	But be sure the container is the right size for the amount of product you have and the container material is appropriate for a farmers' market environment.
Signage #16	Every product needs a price sign. Customers do not like to ask prices and will often walk on by without asking or buying if no prices are posted.

#17	Prices can be posted on a display board, but be sure the writing is legible, large enough and located where it can be easily read. Be sure the writing doesn't get smudged through the course of the day. And keep the sign simple and the number of prices and products posted to a minimum so customers have an easy time relating the product to the sign.
#18	Signs can be a silent salesperson if they include additional information besides just the price.
#19	Signs need to be seen by customers as they walk by your table, even if customers are already 3 deep at your table! Signs need to be up high, and large enough to be read from a distance.
#20	Don't forget your farm identification – always promote yourself! And keep this sign high and prominent.

Herding #22	How do you attract a crowd?
#23	Sampling sells product. It also draws a crowd. When you invite customers to sample your product, they will crowd your table. Natural curiosity will bring additional customers over.
#25	Demonstrations and activities also draw a crowd. Just be sure the activity is in keeping with the product you are selling or they will be entertained, but won't buy much!
Product #29	Your products should be clean! It's not only more appetizing, but will command a higher price because it is perceived to be of higher quality.
#30	Never display produce on the floor. Nobody wants food off the floor. We may know that food comes from the earth and was covered in soil just 2 hours ago, but customers want their food to look wholesome and eye appealing. The best display puts product between customer's knee and shoulder height.
#31	Display similar products together. Root crops with root crops, multiple varieties of a product together, etc. It shows your range of product to full advantage.
#32	Set yourself apart from others by extending your varieties within a product line. How about 7 different varieties of eggplant or 8 varieties of heirloom tomatoes. Don't forget you'll need to educate your consumer on the differences between each variety. But won't that make you the expert!
#33	Offer a variety of sizes of each of your products. Remember family sizes differ for each household and you won't want to pass up any size sale.

#34	Know who your customers are. What ethnic groups come to your market? Grow the foods they are looking for.
#35	Add value to your products for greater profit margins. It can be as simple as carved or painted pumpkins.
#36	Or more involved like jams and jellies, sauces, etc.
Promote yourself #41	Always smile and be courteous to your customers. It increases your chance of a sale and decreases your chance of a complaint!
#42	Let customers get to know you. Post pictures of you, your family and your farm. As customers get to know you, they become a loyal customer and will always shop your table, week after week.
#43	Get to know your customers too. Learn their names, their kid's names. This makes them feel a welcome part of your family and business and they reward you for it with loyalty and repeat business.
#44	Learn your customers shopping habits and cater to them. Set aside the choicest melons for the gentleman who needs 5 of the best lopes each week for his family. Make a pretense out of searching your crates for the perfect head of cauliflower for the customer who says he'll only buy from you. Why does he say that? Because you cater to him, that's why!
#45	Invite your customers to come back. It's as simple as "See you next week." They know they are wanted and appreciated and chances are you WILL see them back next week.
#46	Make who you are obvious. Say it with your signs, with your display materials, with your clothing, on your recipe cards. Make your name unforgettable.