

# From the Farmer's Perspective



**2020 PRESENTATION SERIES**  
FOR ADAPTING FARMERS MARKETS  
TO MATCH CONSUMER TRENDS





# Project Collaborators



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## Survey and Survey Analysis

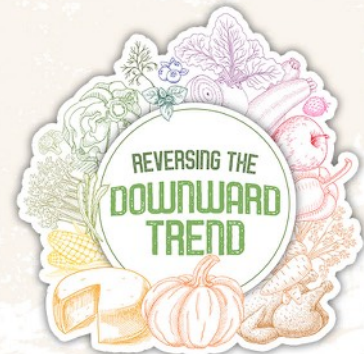
Cornell Partner Charles H. Dyson School of Applied Economics and Management,  
College of Agriculture and Life Sciences, Cornell University  
Cornell Team: Todd M Schmit, Roberta M. Severson and Ekubo Sawaura

## Toolkit Authors

Laura Biasillo, Cornell Cooperative Extension of Broome County  
Diane Eggert, Farmers Market Federation of NY  
Lindsay Ott Wilcox, Centermost Marketing LLC

## In Cooperation With

Erin Buckwalter, NOFA-VT  
Amy Crone, Maryland Farmers Market Association  
Ginger S. Meyers, University of Maryland Extension  
Devon Whitley Deal, Community Involved in Sustaining Agriculture (CISA)

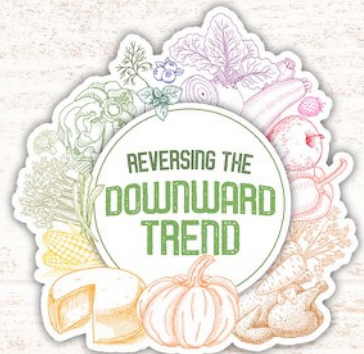




# This Presentation is One of Many Resources

- It contains information pulled from a 116-page toolkit and report on “reversing the downward trend” at markets
- Download the toolkit and report at:

<http://www.nyfarmersmarket.com/sare-consumer-survey/>





# Project Overview

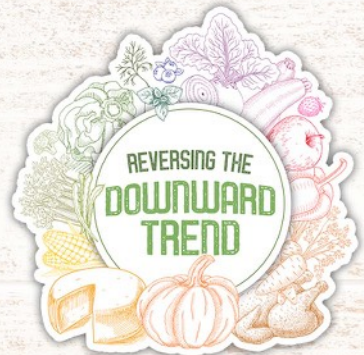
How This Toolkit Came to Be...





# Project Background

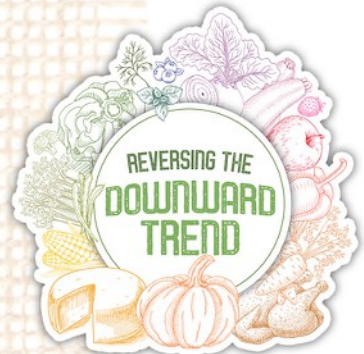
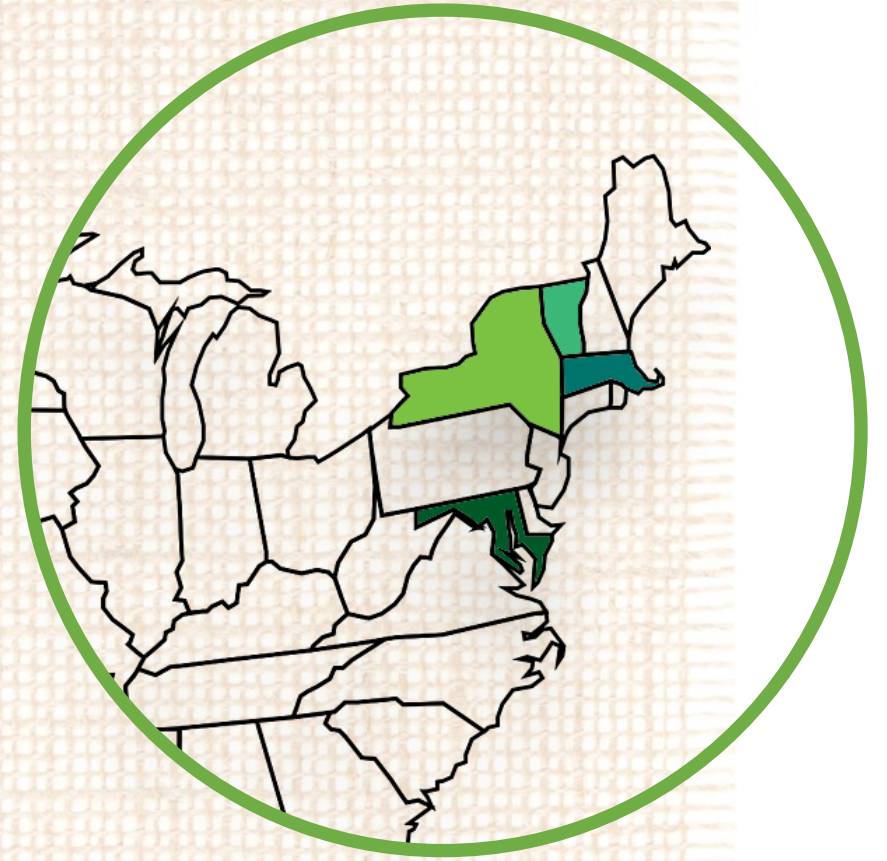
- Farmers Market Federation of New York learns of record drops in farmers market attendance, vendor sales in 2017 & 2018
- Other markets nationwide seeing same “downward trends”...but why?
- Through a NESARE Grant, able to launch a consumer survey in 2018





# Multi-State Effort

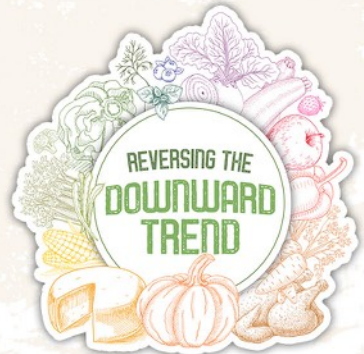
- Cornell Cooperative Extension + orgs in NY, Western MA, MD, VT created survey
- Goal was 500 responses per state | 3800 responses achieved!
- Survey captured data on 3 types of customers:
  - ✓ Market Flagbearers
  - ✓ Casual Market Shoppers
  - ✓ Non-Market Shoppers





# What Did the Survey Reveal? 10 Key Insights

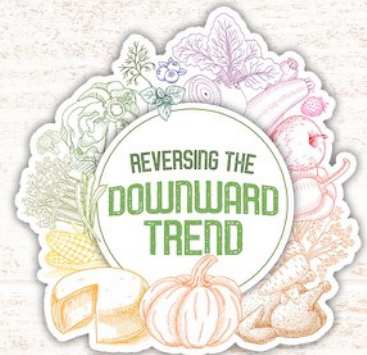
1. Local food valued by all 3 consumer groups
2. Convenience is king
3. Customer service matters
4. Perception remains that markets are \$\$\$\$
5. Pricing should always be displayed
6. Demand for diversity of items and amount of vendors
7. Farmer/customer relationships NOT motivating for all
8. Many are intimidated by farmers
9. Belief that markets should be environmental stewards
10. Customers want to feel VIP and have a pleasant visit





# Adapt Markets to MEET Consumer Needs

- After *Cornell Dyson School of Applied Economics* analyzed survey and wrote report, multi-state team collaborated on toolkit
- Toolkit features 17 modules in 4 focus areas:
  - ✓ Marketing
  - ✓ Programs & Services
  - ✓ Enhancing the Experience
  - ✓ From the Farmer's Perspective
- Toolkit gives practical guidance, goal is to stimulate ideas for your own market & community!







# FROM THE FARMER'S PERSPECTIVE



REVERSING THE  
DOWNWARD  
TREND



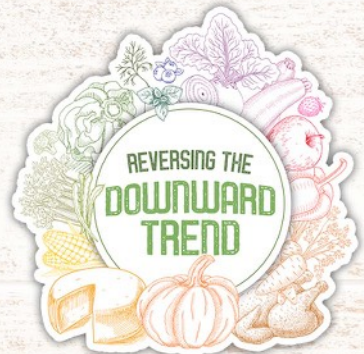
# Situation: Your Competitors Are Not Other Vendors





# Solution 1: Take Customer Service to the Next Level

- Keep them in the loop
- Lend a helping hand
- Greet customers
- Get to know your customers
- Learn your customer's shopping habits







**GREAT CUSTOMER SERVICE STARTS WITH THE**

# 10-4 RULE

ANY TIME YOU'RE WITHIN 10 FEET OF A GUEST,  
MAKE EYE CONTACT AND SMILE.

WITHIN 4 FEET, GREET THEM VERBALLY.

**ZingTRAIN**  
Franchise's Training Incorporated

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734.930.1919 | zingtrain@zingermans.com

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REVERSING THE  
DOWNWARD  
TREND



# Solution 2: Personal Appearance Matters

- Uniform look
- Neat & clean
- Eating & smoking



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F92MMP  
www.alamy.com

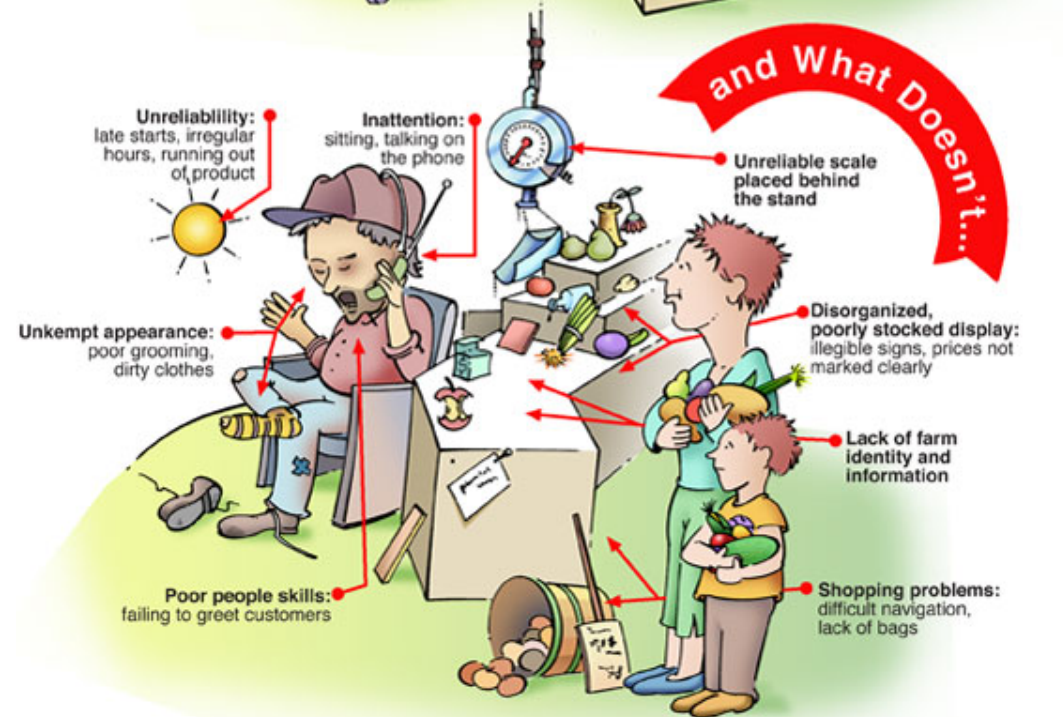
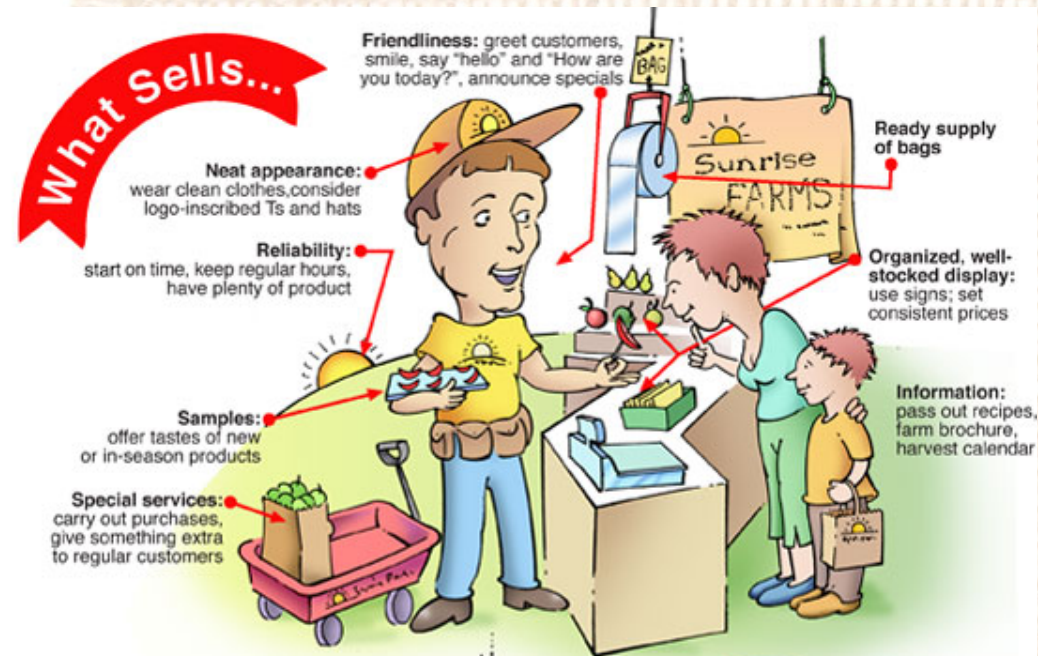




# Get Smart About Customer Service

## Top 5 Annoyances for Farmers Market Customers

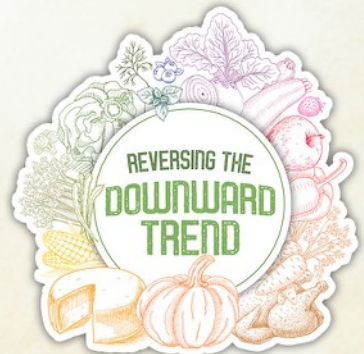
- 1) Vendors make, or take, phone calls while serving customers
- 2) Vendors chat too long while other customers wait to pay in line
- 3) Long lines at vendor stalls
- 4) Vendor does not acknowledge waiting customer
- 5) Vendor cannot make change





# Solution 3: Display Smarter

- Build your display on levels
- Your display must give the appearance of abundance
- Continuously restock your display
- Create eye appeal
- Use your signs to help you sell
- Be a part of your display













# Solution 4: Adapt Now, Because It Is No Longer a Cash Only World

- 1 in 4 sales done by cash
- Customers are willing to spend up to 18% (up to 83%) more with credit
- Data





# Solution 5: Know Your Audience

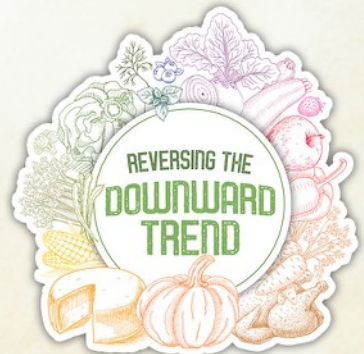
- Demographics
  - Products
  - Package Sizes
  - Pricing
  - Language
  - Holidays





# Solution 6: Promotion Is Your Responsibility, Too

- Offer a deal of the week
- Reward loyalty
- Create a tote or t-shirt
- Collect contact information
- Get social
- Set up an email campaign
- Hand out flyers & posters

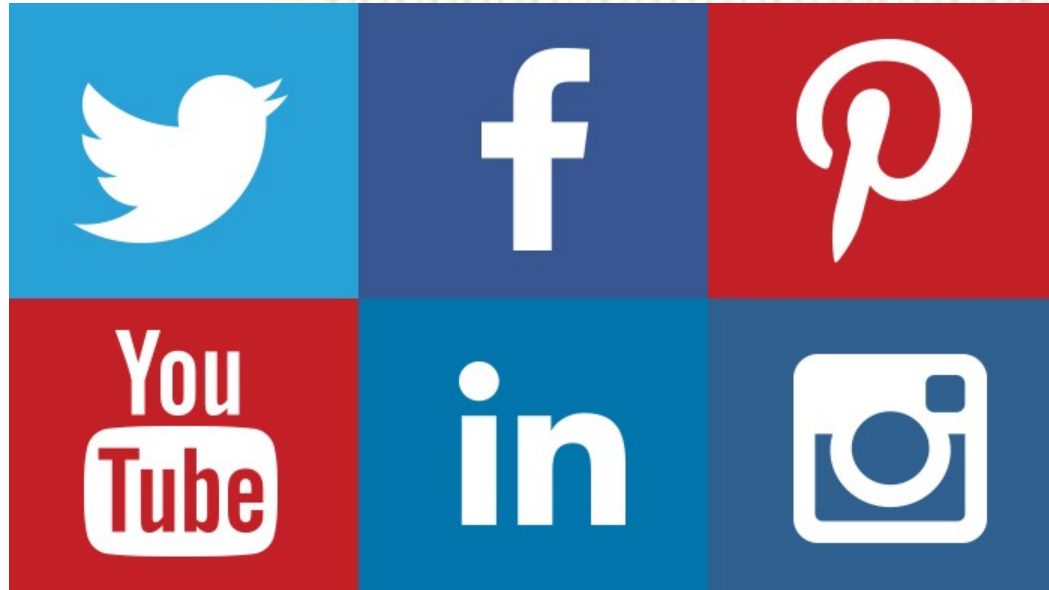






## seasonal SHOPPER REWARDS CARD

Come to the Info Booth to show us your bag of #PFMloot + get your card stamped. Once your card is filled, get \$5 in green tokens!





# Solution 7: Get Involved

- Engage your customers at the market
  - Cooking demonstrations
  - Recipe Swaps
  - Online farmers market





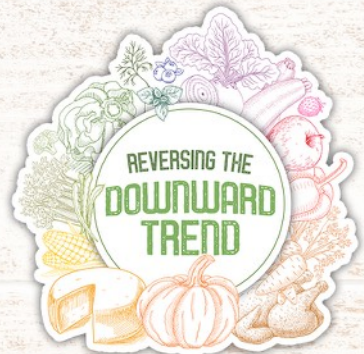
# Toolkit





# Conclusion

- Register for the toolkit at: <http://www.nyfarmersmarket.com/sare-consumer-survey/>
- Meant to provide examples and stimulate your own ideas and creativity.





# Thank You!

Diane Eggert

Laura Biasillo

Lindsay Wilcox

