

Programs & Services That Draw Customers



2020 PRESENTATION SERIES
FOR ADAPTING FARMERS MARKETS
TO MATCH CONSUMER TRENDS



Project Collaborators



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Survey and Survey Analysis

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In Cooperation With

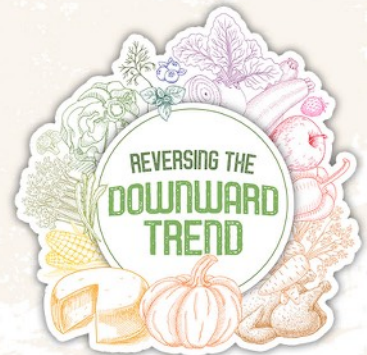
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This Presentation is One of Many Resources

- 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...



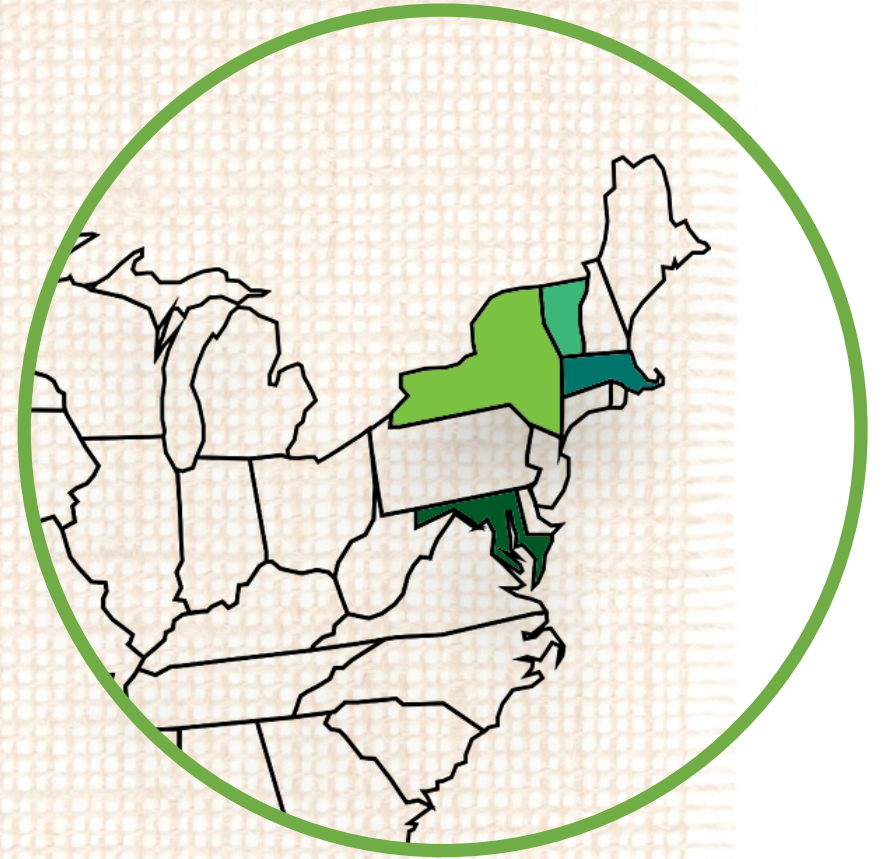
Project Background

- 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



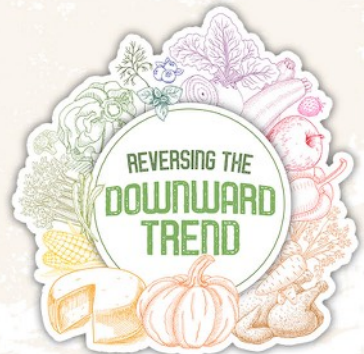
Multi-State Effort

- 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



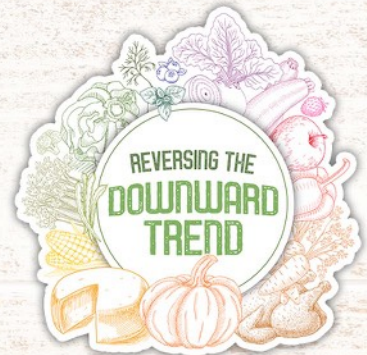
What Did the Survey Reveal? 10 Key Insights

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!





BUILDING MARKET PROGRAMS FOR ALL SHOPPERS



REVERSING THE
DOWNWARD
TREND

Situation: Convenience is King



Solution: Boxed Meals

Remove the stress of planning and shopping for a meal

- Create a Farmers Market Boxed Meal
 - Using your vendors
 - Contains a recipe
- Create online ordering/payment
- Promote
- Pick up at designated spot within market to aggregate and distribute
- Follow food safety regulations for your state/region

Oneida County Public Market
Presents

FARM TO TABLE FOR TWO

Valentine's 2018

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Make this Valentine's Day remarkable with a meal you prepare with your love in your home. We have put together everything you need with high quality, locally produced foods and products. You add the spice and romance.*

THE MENU

STEAK WITH SHALLOT BUTTER
ROASTED RED POTATOES WITH ROSEMARY
RED BEETS TWO WAYS
FRESH GREEN SALAD WITH MAPLE VINAIGRETTE
FRENCH-STYLE ARTISAN BREAD
HONEY MEAD (ALCOHOLIC)
DECADENT COOKIE SELECTION

*Reserve your Table for Two fresh box through our secured site:
www.oneidacountymarket.com/farmtotablefortwo*

LIMITED AVAILABILITY. *Pick up for pre-ordered boxes is Saturday Feb 10th between 11a-1p at the Oneida County Public Market Union Station, 321 Main St, Utica, NY.
Additional boxes will not be available for sale at the market.*

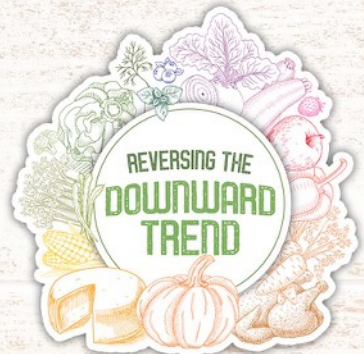
**All ingredients are sourced FRESH from the famers and food producers of the Oneida County Public Market - ENJOY!*



Solution: Bundling

Convenience for the customer, added sales for the farmers

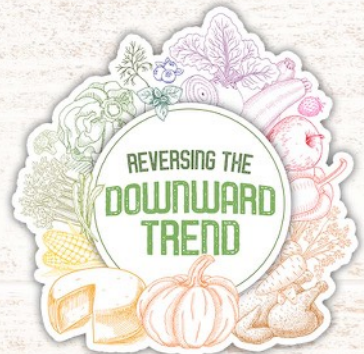
- Multiple farmers coordinate products to build a kit they jointly sell
- Individual farmer can bundle products into kits that include the ingredients and a recipe
- Examples:
 - Pizza kit
 - Lasagna kit
 - Salsa kit



Solution: Mobile Markets

Bring the food to the people

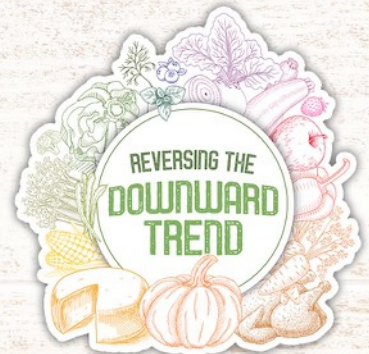
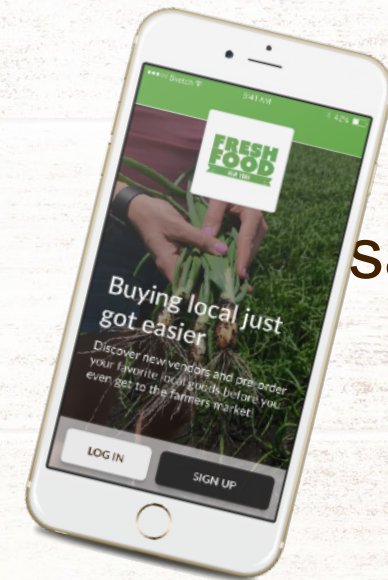
- Aggregate product or farmers
- Schedule a route with short term stops
 - Convenient locations and times
- Eliminates transportation and parking issues



Solution: Online Storefronts

The convenience of online shopping partnered with all local food from your market farmers

- Add e-commerce to your market website
- Allows customers to shop with your farmers 24/7
- Allows farmers to come to market with guaranteed sales
- Reaches customers who do not find markets to
- Reaches customers who do not find markets to be convenient
- KEY: pick up at the market!



Situation: Farmers Markets Need to be Welcoming



Solution: Ambassador Programs

Welcoming new customers to the market can reduce the intimidation some customers feel with face-to-face shopping

- Meet and greet new customers
- Walk thru the market
- Introduce them to the farmers
 - Teach them how to talk to farmers
 - Shopping tips
- Introduce market programs
 - SNAP
- Answer questions



Solution: Farmer Training

Farmers play an important role in making customers feel welcome

- Engagement techniques that would make customers feel comfortable and ensure a sale
 - Opening and closing a sale
 - Sensitivity training
 - 10/4 Rule
- Display building
- Customer service



Situation: Markets should be inclusive



Solution: College Night

Invite a new subset of the community to participate in the market

- Invite local colleges to set up displays at the market
 - Include services for students
 - Housing opportunities
 - College lenders
- Provide educational services to upcoming students
 - Nutrition education
 - Cooking skills
- Bring in upcoming high school grads and their parents
- Promote, Promote, Promote
 - Include outreach to local high schools and guidance counselors



Solution: Bridal events

Help brides and bridal planners
build a local wedding!

- Showcase your farmers:
 - Foods and wines for wedding receptions and showers
 - Farm venues offered by your farmers
 - Flowers
- Promotion
 - Share social media posts with farmers – they should help
 - Targeted outreach to wedding planners

Let Us Help You Plan Your Local Wedding

Is there a wedding in your future?

Do you want to make it original and authentic with a local flair? Join us September 21st at the Oneida County Public Market and outfit your big day with local foods, local flowers and everything you'll need for a day you'll never forget.



Oneida County Public Market

Saturday, September 21, 2019, 9:00am to 1:00pm

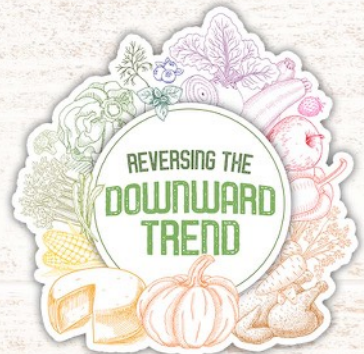
Behind Union Station, 321 Main Street, Bagg's Square, Downtown Utica



Solution: SNAP

Welcome low income consumers to the market

- What community lacks a SNAP population?
- Are they welcome at your market, by your farmers?
- MarketLink is an easy, low cost solution: <http://marketlink.org/>
- Central terminal systems make it easier for all vendors to participate
- Community partnerships can support or administer SNAP for you
- Promote –
 - outreach to low income service providers



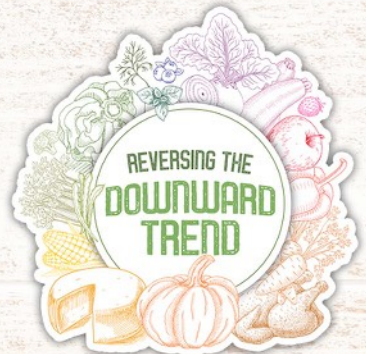
**Situation: Customers want a fun
experience**



Solution: Story Hour

Keeping children interested and engaged encourages parents to come and shop

- Stories that entertain and educate are best
- Plan a post-story activity
- Reach out for community partners to provide the books, readers, lead activities and promotion assistance



Situation: Power of Produce

Engages children in learning about healthy and local food
Develops the next generation of market shopper

- Kids shop for their own food with POP tokens
- Activities add to the fun
 - Scavenger hunts
 - Find the market bee
 - Recipes for kid-friendly food
- Community partners can provide funding, prizes and treats, promote the program



Solution: Kids Crafts

- Engaging kids, who bring their parents with them!
 - Veggie derby
 - Scarecrow making
 - Pumpkin carving
 - Sidewalk chalk art
-
- Bring in a community partner to assist with materials, activities, labor, and promotion



Situation: Markets should set an example for Environmental Stewardship



Solution: Reusable bag programs

Lead the effort to reduce plastic

- Tote Bag Tree
- Bag Share Project
 - recycling feed bags



Solution: Product Donations

Keeps food out of the landfill and
builds community support for the market

- Partner with local food pantries and other food rescue organizations
- Collect donations from farmers at end of market day



Solution: Recycling/Composting Programs

Involves the community in recycling and composting
for a Green Community

- Requires partnerships/contractors with recycling and composting companies
- Collect food scraps from the community
 - Bring to composter to turn into topsoil
- Collect used clothing and other textiles from the community to be repurposed
- Must educate community on what can/cannot be composted and recycled
- Opportunity to build community relationships and value

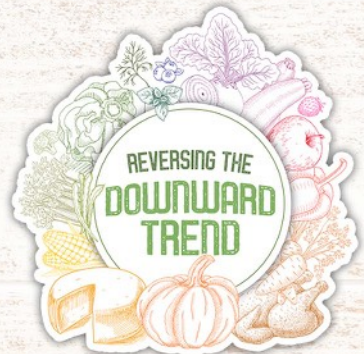


Toolkit



For more information and references:

- 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!

- Laura Biasillo
- Diane Eggert
- Lindsay Wilcox

