

Farmers' Markets

Marketing, Selling, Prospering

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Who's Shopping at the Market?

- **People who are concerned about:**
 - the quality of their food
 - their health
 - the environment
 - their family
 - community



Why are they coming to the market?

- Fresh local produce
- Atmosphere
- Food
- Music
- Family activities
- Arts and crafts



How do they make purchasing decisions?

- **Quality Produce**
- **Organic/Natural Offerings**
- **Knowing the farmer**

Price is not a top factor at Farmers' Markets



"Sure it costs more. We have to squash bugs by hand."

How do you make them choose you?

- **Your Products**
- **Your Booth**
- **Your Story**
- **YOU!**



Your Products

•Type of Produce

- Customer desires – bulk vs. unique
- Seasonality
 - Customers' expectation
 - Season extension = profits
- High Quality
 - Sets apart from grocery store
 - fresh



Your Products

• Presentation of Products

- Packaging
 - By the pound vs. pre measure vs. by the piece
 - Gift packaging
- Highlight the produce, not the display
 - 30-40% angles
 - Visibility – not at bottom of basket
 - Coordinate – like products together, sort colors
- Clean! – people don't like dirt
- Freshen – use spray bottles
- Samples Increase sales
 - Draw people to your booth
 - Introduce new products



Your Products

• Value-Added

- Higher profit margin
- Consider gift packaging
- Can use leftover produce
- Extends season
- Attracts repeat customers

Examples:

Tomatoes – Salsa, salad dressing, sauces etc
Apples – Apple sauce, dried apple chips





Your Booth - Display

- **Attractive**
 - Stand out from others
- **Inviting**
 - Noncommittal
 - Cool
 - Colorful
- **Tidy**
 - Organized
 - Uniform containers
- **Price tags**
 - Consistent
 - Readable
 - On/near product
 - Descriptive
- **Company sign**
 - Good backdrop
 - Should be visible
 - Memorable name
 - Include logo



Your Booth - Setup

- Tidy (clean booth implies clean food)
- Clean back of booth
 - Tidy stacks
 - No trash piles
- Long Table cloth – hides boxes
- Bags up and available





Your Story

- Farm History
- Production Practices
- Environmental Impact
- Community involvement
- Pictures



- Natural growing methods like green manures, composting and cover crops to feed the soil and microorganisms.
- Four-year crop rotations
- Small tractors for cultivation
- Hand weeding
- Hand harvesting
- Part of the ecosystem: Green spaces for people and small wild life within the city
- We recycle our produce containers. Some of our wooden field boxes are 50 years old. Very little waste.
- Good pay and working conditions

YOU!

- Seller Appearance
 - Clothing – be clean
 - Alertness – stand up, meet customers with a smile
- Customer service
 - Acknowledge presence, make eye contact
 - Ask questions – draw them into your booth
 - Service – make them the priority
- Knowledge
 - “I grew this” – seller/grower
 - Superiority of produce – better than grocery store
 - Recipes – helps with unique produce





They buy what they can carry

Market Layout

- Flagship booths at entrances
- Entertainment, ready-to-eat food and seating in central location

Communication

Idaho Preferred®

The Pick of the Crop from Idaho
www.idahopreferred.com

What is Idaho Preferred®?

Mission:

To promote the quality, diversity and availability of Idaho food and agriculture products

Managed by:

- Idaho State Department of Agriculture staff
- Industry Advisory Board appointed by the Director



What does it mean to be Idaho Preferred®?

Fresh produce, commodities, and meat*:

Must be 100% grown and raised in Idaho

Processed Foods:

Must contain a minimum of 20% agricultural content that has been grown/raised in Idaho

Ag content plus value added to the product in Idaho must total no less than 80% of final value of the product

Non-Food agricultural products:

Must be at least 50% agricultural content by weight and that content must have been grown in Idaho



Idaho Preferred® Program Areas

- Retail
- Foodservice
- Education Programs
- Special Events
- Advertising



Thank you!

Any Questions?

