

Farmers' Market Expectations and Innovations

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Setting Expectations

Business experience
Customer & supporter
Marketing

No one-size-fits-all solutions
Flexibility and self-evaluation are key
You are the experts and laboratory
One or two new ideas

Lessons from a Teenage Farmer

Denver Post, 11/11/12

Perception is everything

- Brown eggs sell, white eggs don't
- Sells more when dad isn't around
- If customer's are coming over she wears pigtails and gathers eggs in a basket vs. 5 gallon bucket



“People like to buy eggs from little kids skipping through a pasture with a basket of eggs.”

Who Comes to Market?

Do you know your customers?



Nutrition Facts	
Serving Size 172 g	
Amount Per Serving	
Calories 200	Calories from Fat 8
%	
Daily Value*	



Who Comes to Market?

Don't assume she is



Increasing Sales Means

Deepening your relationship & becoming one of the chosen three



Look at 3 Levers to Grow Sales

Price



Product



Customer experience





Breakeven

Does raising prices or raising volume have more of an impact on profitability?

Profit Impact of Changing Price vs. Changing Volume

Assumptions	Baseline	Price Chg	Vol Chg	
	Sales	\$100		Price * vol
70%	VC	\$70		
\$5	FC	\$5		
	Profit	\$25		
	\$ Change			
	% Change			



5th

Behind freshness & quality considerations

Ground Rules



- If your product is better, sell it for more
- Don't undercut other growers
- Don't sell for less at the end of the day
- It's too cheap if no one says it's too expensive



- **Compete on value, not on price**



Make It Easy for Me to Pay



Help me, pay you



53% of purchases are on credit cards

People pay 36-100% more using credit cards

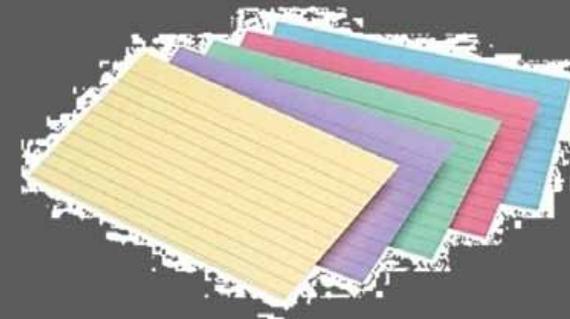


“Consumers who pay with a credit card focus on the benefits of a purchase, while consumers paying with cash focus on its cost.” -Chicago Tribune

Make It Easy for Me to Pay



Alternative Payment Options



Make It Easy for Me to Pay



Expand the Appeal of Markets

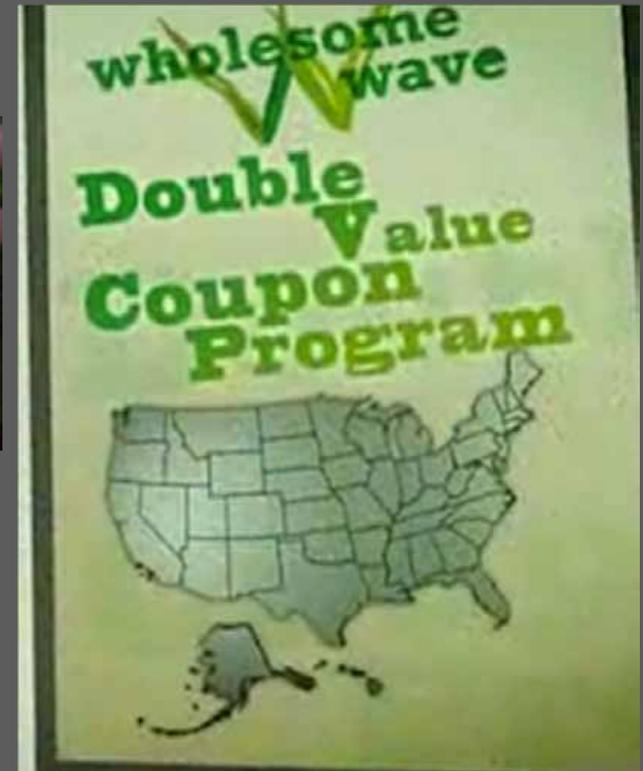


**Food Stamps (SNAP) and
Credit and Debit Cards
Gladly
Accepted
Here!**



Please visit the Market Information Booth
for more information.

*The Portland Farmers' Market SNAP Program is made possible by a community partnership
between Cultivating Community: Healthy Portland, and the Portland Farmers' Market Association.*



Go Before & Beyond The Market



 College of the Atlantic



[home](#) [about](#) [contact](#) [Order](#)

Online farmers market serving the Blue Hill Peninsula and surrounding area. Service is free and open to all: shop for one week or all season. All profit goes to local food producers.

how it works

Saturday 8AM – Tuesday 8AM: Look at the order form to see what is on offer this week. Do your weekly shopping and add items to your box. Ordering closes Tuesday for Thursday pickup. Single easy payment done on-line with Paypal, debit, or credit card.

Thursday: Pick up and pay for your box anytime between 2 p.m. – 6 p.m. at the Blue Hill Wine Shop.

Click **"Order"**: For simple step-by-step instructions (top of this page)

Join our mailing list below and we will let you know when and how to order!

producers

Backstage Farm

Bagaduce Farm

Blue-Zee Farm

Clayfield Farm

Crown O' Maine

Fortenberry Farm

Four Season Farm

Horsepower Farm

Little Island Oyster Co.

Living Branch Farm

Over 100 Farmers Together



In Ohio – 3 years old



Include Your Customers



Educate & Talk to Your Customers



THE CHEF'S GARDEN

JUNE
Spring Greens
Strawberries
Radishes
Turnips
Peas

ALL SEASON
Asian Salad/Braising Mix
Cooking Greens
Lettuce

AUGUST

SEPTEMBER

OCTOBER

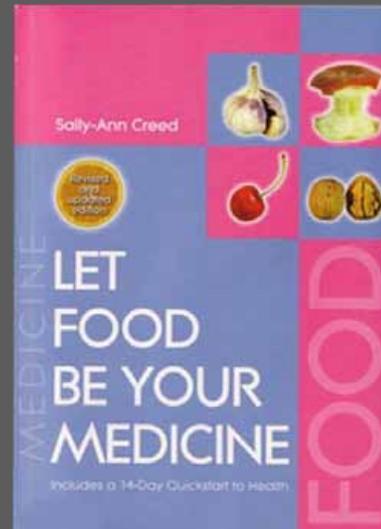
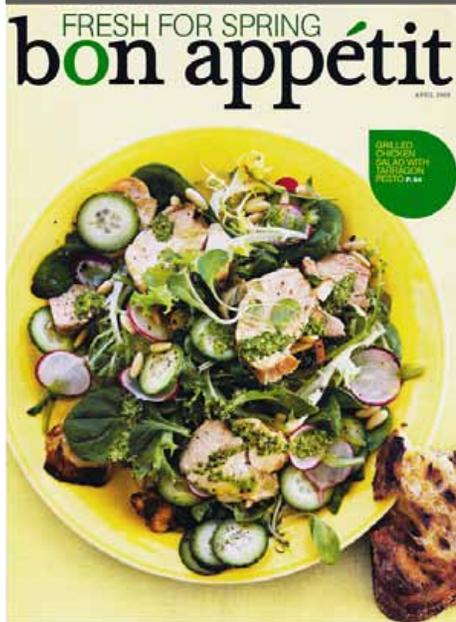
NOVEMBER
Winter Squash
Broccoli
Cauliflower
Spinach
Cabbage
Potatoes
Turnips
Carrots
Onions
Leeks
Beets

WINTER
Winter Squash
Brussels Sprouts
Salad Greens
Rutabaga
Parsnips
Collards
Spinach
Cabbage
Potatoes
Turnips
Carrots
Onions
Leeks
Beets

Be First



Makes You Unique & Commands a Premium



Be Incredible



Laser like focus on a single product



Entice Me



Group Items Together, Give Me a Recipe and a Sample



Service Sets You Apart



Delight Your Customers and They'll Return

People like:

- People
- To feel in control
- To engage their senses
- Abundance





Make Me Feel Welcome

- Form personal relationships with customers
 - Learn names, remember what people like
 - Make small talk
 - Ask me what else I want
- If you can't do it, hire someone who can
- Have farm photos – talk about the farm
- Don't make customer feel alone
 - Step out front or restock during quiet times so customer isn't approaching empty booth
- Say “Hello” and “See you next week”
- Don't make the market a once a week “affair”



Don't Make Me Be A Pest



Educate Your Customers

- Give me information: asking feels like committing
- Make signs for everything: make prices clear
- If you hear a question a lot, make a sign
- Tell me how to store and prepare food
 - Print recipes



What's Different About You?



I'll notice

Hollywood, CA



<http://www.hollywoodfarmersmarket.net/images/hollywood-farmers-market-1.jpg>

Brookfield, WI



brookfieldfarmersmarket.com/SmallCrowd.JPG

The Woodlands, TX



http://www.gmva.org/images/2008farmers_market.jpg

Show Me What to Do



Make it an experience



Engage My Senses



Help me eat with my eyes, smell and other senses

Sound

– Music/ wind chimes



Feel

–Hands and under-foot



Draw people in with a new texture, sound or entertainment

Carpet: <http://3.bp.blogspot.com/-j1La5m6Brit8/Tvk93jHnXui/AAAAAAAAAhQ/hkEfjqDRaSo/s1600/Outdoor-Carpet-Rug.jpg>

Boom Box: http://s8.thisnext.com/media/largest_dimension/3E377FFC.jpg

Fiddler: http://www.outsideinn.com/blog/wp-content/uploads/2011/06/IMG_3038.jpg

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Engage My Senses



Help me eat with my eyes, smell and other senses

Smell

- Flowers
- Crushed herbs



Taste

- Cut individual samples, don't leave a plate for grazers
- Say: "have you tried..." not "do you want to try..."



Engage My Senses



Think About Your Display

Height

- Structure
- Layers

Depth

Color



Contrast

Focal points

Distance &
scale

If people sense limited supply in your stall, they will imitate that feeling with their wallets



Do you really know how you are doing?

Photograph and evaluate your display

- Abundant or cluttered?

Video- or audio-record yourself during busy times

- Can you improve your efficiency?
- Do you look stressed?
- Are you routinely missing a sales opportunity?
- Observe your customers
 - Are they disoriented or confused?



Moving Beyond Price



Focus on the Customer: Beautiful, Fresh, Unique, Informative, Easy & Welcoming = Value & Loyalty



This is the ONLY Week for Winter Squash. Buy it now, and ~~it~~ cook it now. They will Not keep very long at all. You can cook a bunch at once and freeze it.



Seckel Pears
- sweet like honey
1.80 pound



Questions

Thanks



Promotions to Draw Customers In

Advertising for new customers

- Keep it local (30 miles)
- 80% of people check weather
- Regular small ad is more effective than a huge ad once

Promotion

- Invite reporter to dinner or to be a farmer for a day
- Tell press if something happens!

Reminders/announcements for regular customers

- Facebook, emails, blogs
 - ✓ Portland ME Farmers market: 7000 “likes”

Ask schools to perform at Market

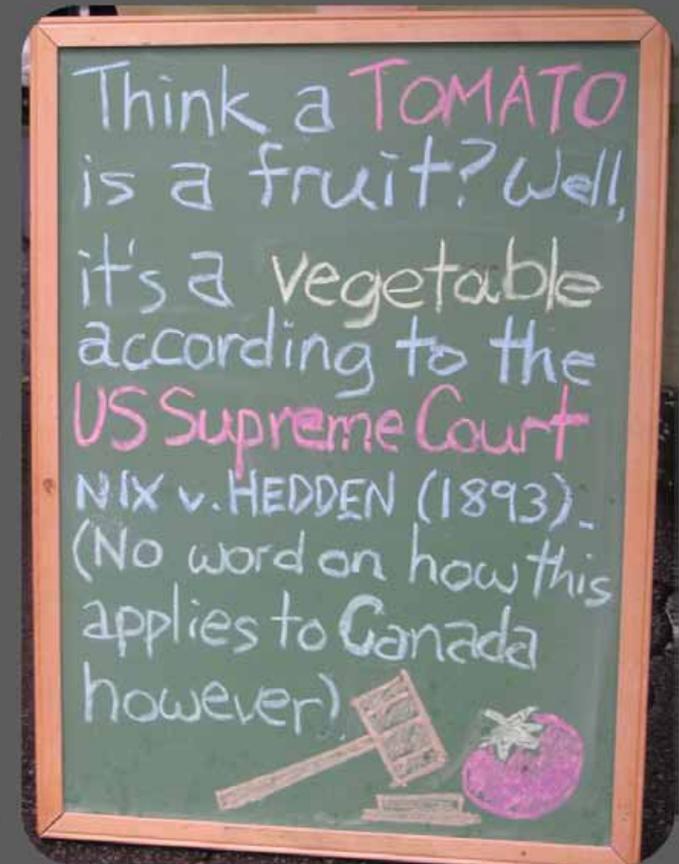


Image: http://4.bp.blogspot.com/_6hJMozGX1eQ/TKDmn2aiZII/AAAAAAAAABao/4HsiIWLMDyLs/s1600/IMG_4368.JPG

Market Ideas



Reach out to Tourists

- 23 million visitors last summer
- Spent \$3 billion on food
- \$1 billion on recreation

If each tourist spent 20¢ at market, revenue would double



Photo: Portland Press Herald



Make Market a Food and Recreation Destination

- Accentuate the local and unique
- Sell easily prepared foods
 - Pre-washed salad
 - Fruit
 - Cross-merchandize
- Make shopping an experience, not a chore
- Street Performers and Artists
- Target advertising to tourists



Photo: Portland Press Herald

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