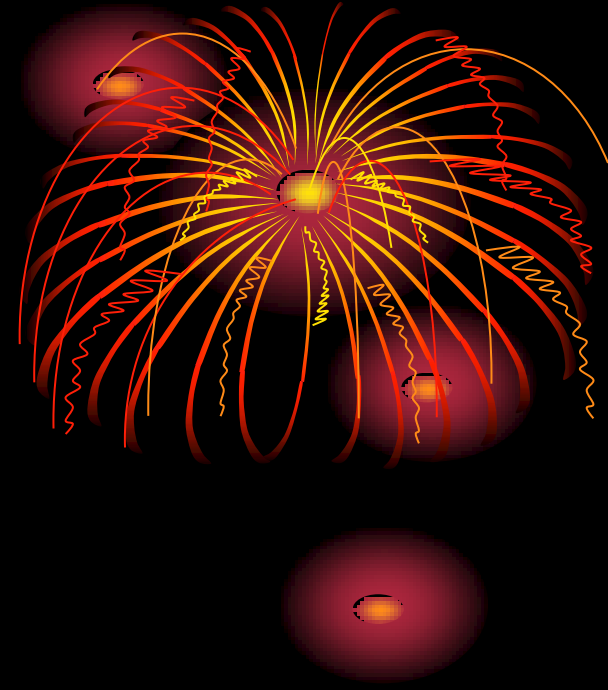


Making Market Sales Sizzle!



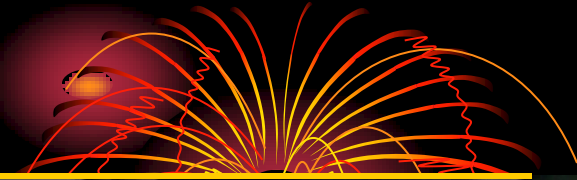


Display Techniques

-

Appealing to the senses

Be creative...



Be whimsical ...



Pile it high and watch it fly!




Growers & Shippers of
Quality Produce & Plants
HOME GROWN RADISH
75¢ A BUNCH
OR
3 FOR \$2.00

KEEP
Anthony
De Marco

For eye appeal, mix up the color



Table coverings accent a display



Increase customer reach with layers



Eggplant
\$1.00

FARMERS MARKET CHECKS
For locally grown fresh fruits and vegetables ONLY!
ACCEPTA DE LO GR

Yellow
75¢
1.00

Purple Peppers
Sweeter than green peppers
2/1.00

Red Peppers
75¢
3/\$ 2.00

Peppers
2/1.00

Peppers
2.00

Layers also create the illusion of abundance



Be creative if your product cannot be displayed



Use aroma to draw attention



Display containers tell a story



**ORGANIC
BROCCOLI**

\$ 1.50

BEHLEN COUNTRY
Compare Quality & Value

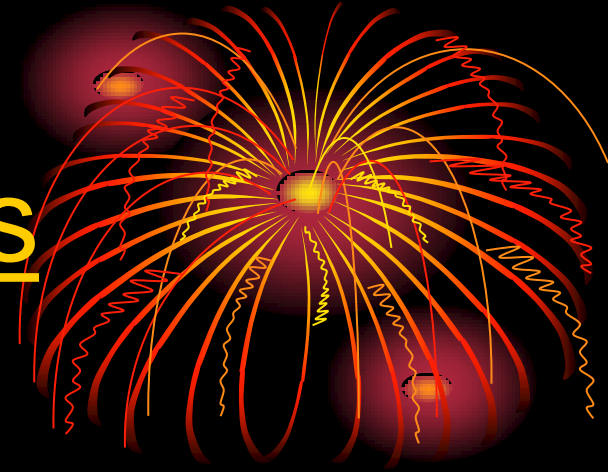
- Premium G90 Galvanizing for Long Life
- Strong, Heavy Corrugated Sidewall
- Heavy 20 Gauge Bottom
- New Rim

NOTE:
Tighten plug
before using

Container size and materials are important.

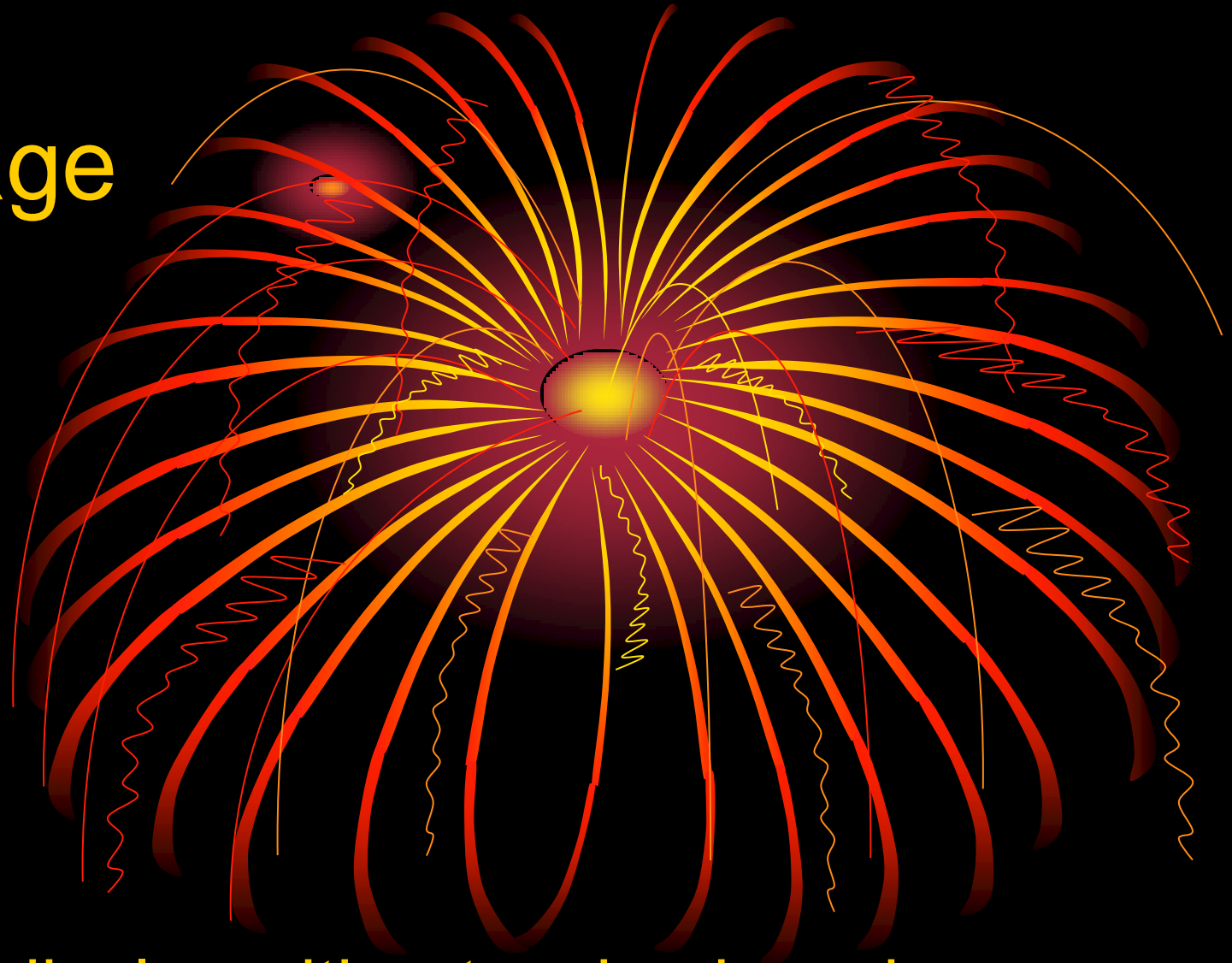


Additional Display Tips



- Continuously restock displays to keep the appearance of variety, choice and abundance
- As you begin to run out of product, reduce the size of the display to keep the illusion of abundance.
- Keep things neat and orderly, both on the table and behind. Disorder is not appealing to customers.

Signage



“A display without a sign is a sign
of no display.”

Every product needs a price sign



...that's legible, appropriately placed, and large enough to read



Handwritten sign text:

Organic	Turkey
Spa Potato 9/12	S all Pops \$4.00
Swiss Chard 12/16	...
Beets 5.00 bare	...
Fava Beans 14/16	...
Swiss Chard 12/16	...
Chinese Cabbage 10/16	...
Lettuce 12/16	...
Parsley 1/16	...
...	...

Signs ... the silent salesperson



PAULA
REDS

PAULA
RED

ALL PURPOSE

BARTLETT
PEAR
EATING
CANNING

BARTLETT
PEAR
EATING
CAN

BARTLETT
PEAR
CANNING
EATING

Will customers block your signs?



STORE NO. 213

NO. OF PIECES

Home-Grown
Red Onions

50 each

Home-Grown

Sweet
Onions
\$1.00
bunch

Home-Grown
Beets

\$1.50
bunch
or 3 for \$4.25

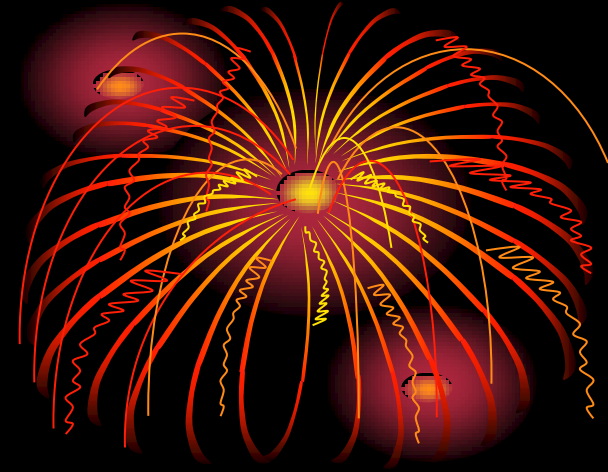
Home-Grown
Cooking Onions
\$1.25
bunch

Home-Grown
Carrots
\$1.50

Don't forget to tell them who you are!



Sign construction



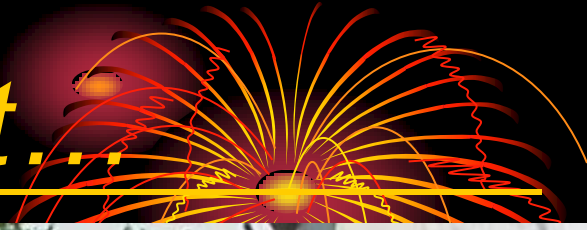
- Avoid white background – it draws the eye away from your products
- Best coloring is black on yellow OR green, red or black on off-white
- Laminated signs don't wear out as quickly and using a grease pencil, can be changed as needed
- Keep lettering neat. Use computer printing if possible to give a professional look
- NEVER be negative!

Create a herding effect ...



Nothing attracts attention like a crowd!

Sampling sells product...

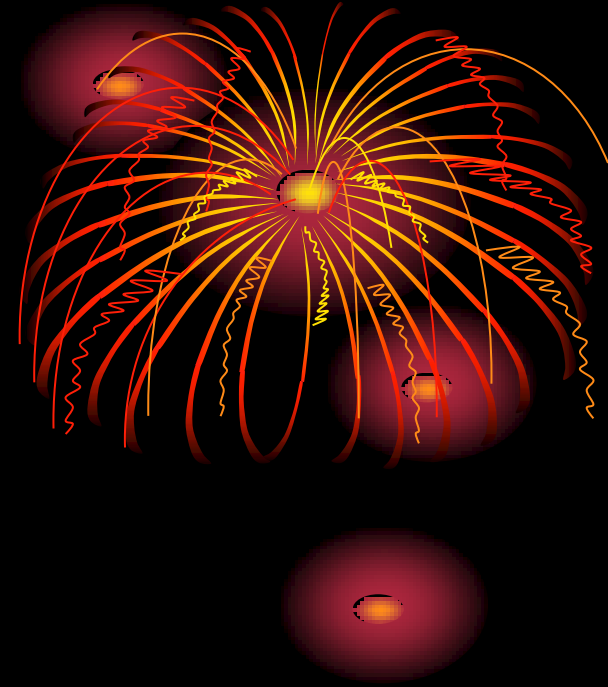


Handouts drawn people in!

- Offer recipes
- Give out food preservation techniques
- Distribute your farm flyers

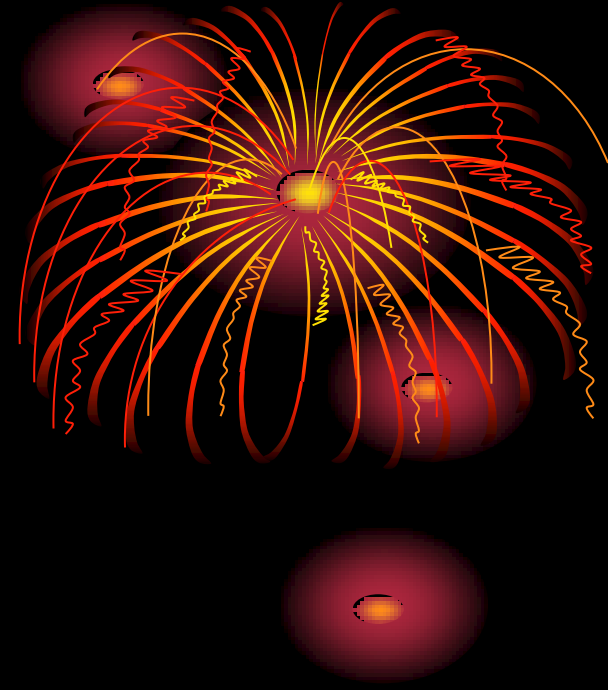
*Activities
and
demon-
strations
are crowd
pleasers!*





When all else fails ...

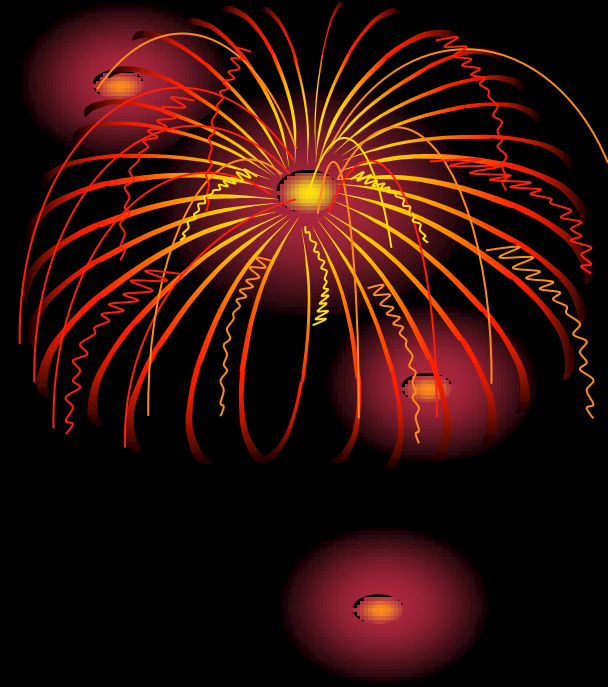
- Step out from behind the table yourself and get things started!



Your Product ...

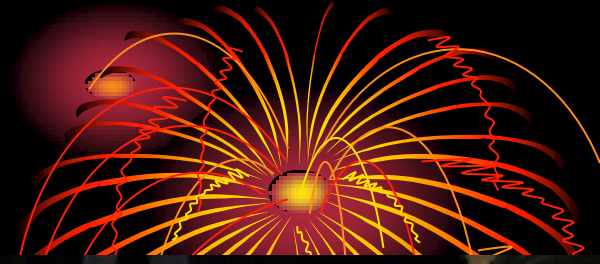
- All the display and merchandising techniques and customer service in the world will not overcome bad product.

Freshness counts



- Key motivational factor for shopping at a farmers' market – freshness!
- Product should be first quality, anything less should be marked as such

*Does your product put your
best foot forward?*



*Rule of thumb...knee to shoulder
height to maximize sales*



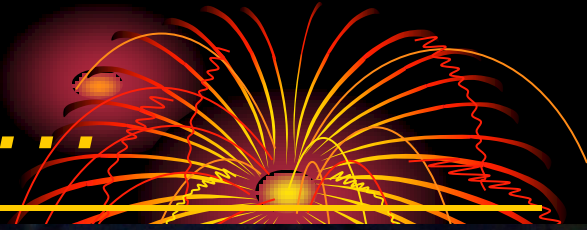
Display similar products together



Extend variety within a product line



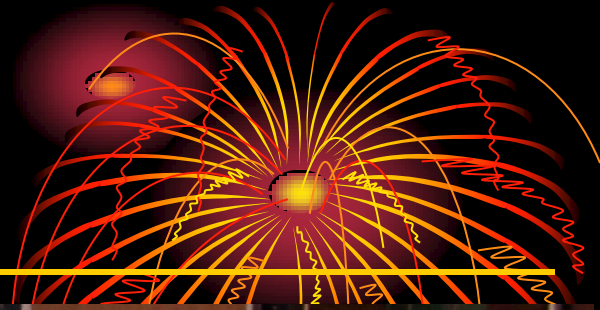
Offer a variety of sizes...



*Know
your
customer
& cater to
their
unique
needs...*



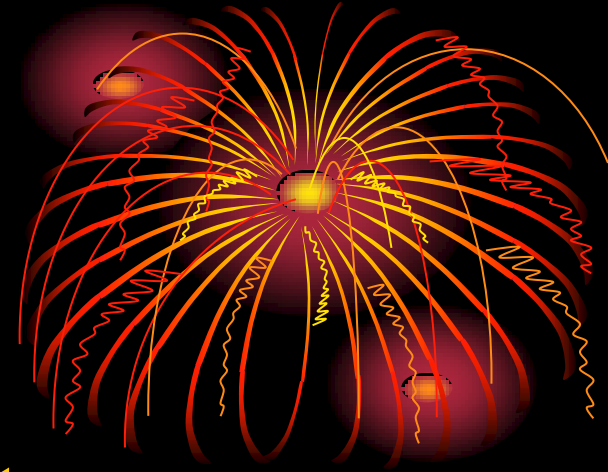
Add value ... simply



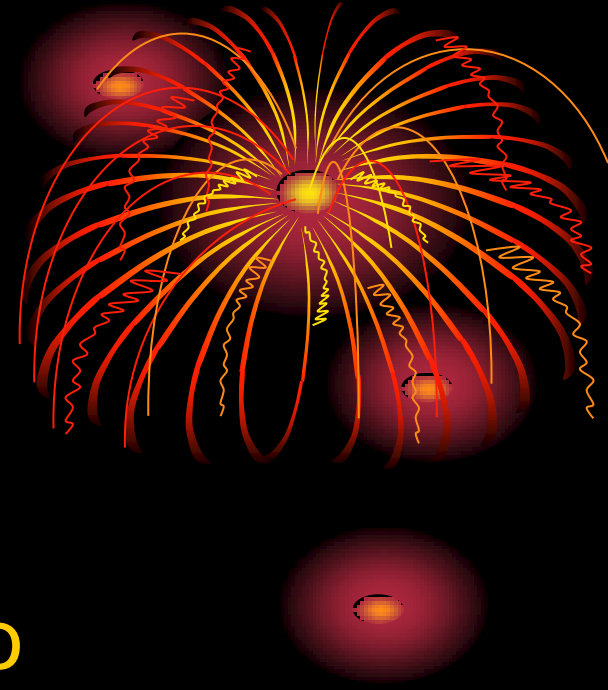
Pricing



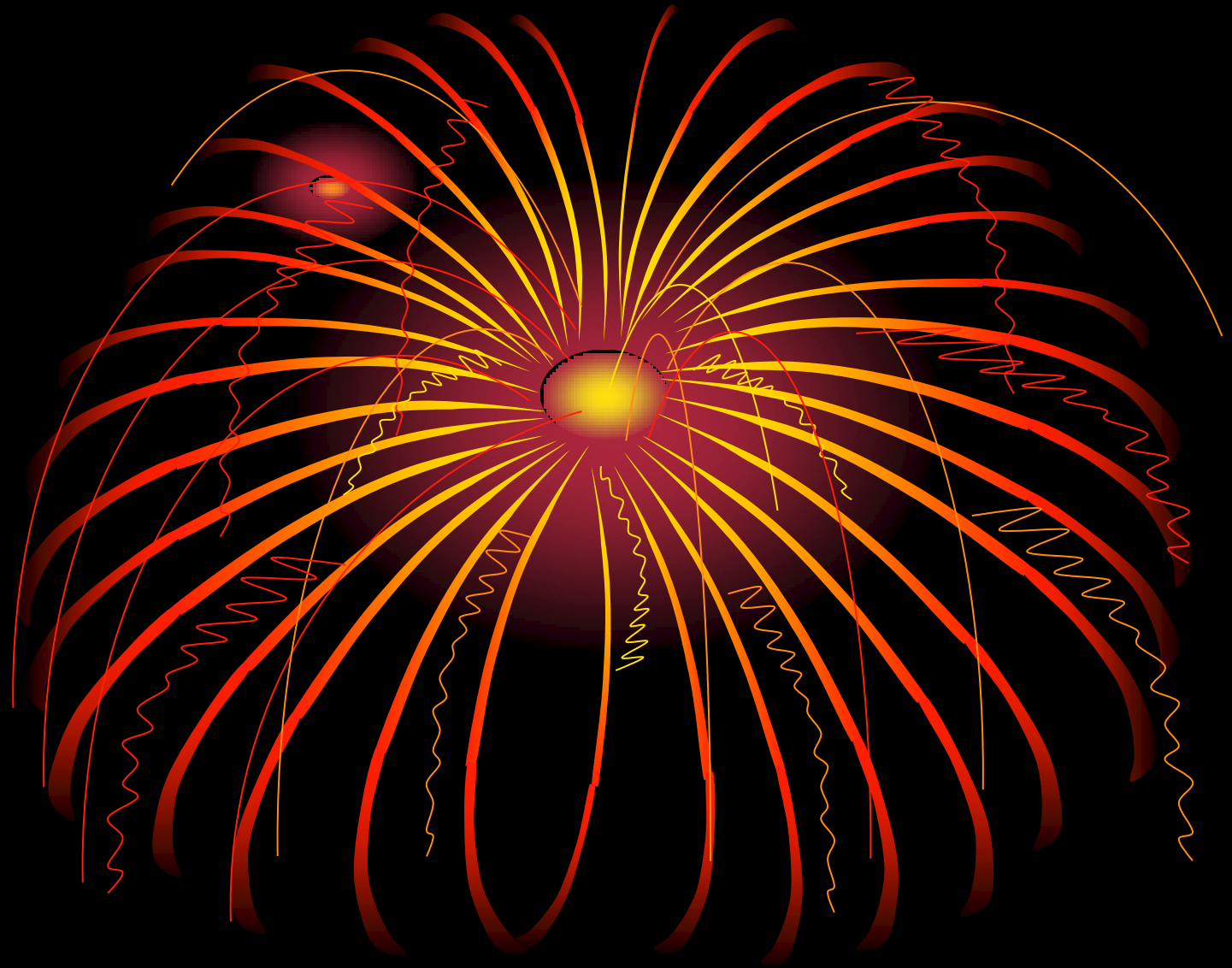
Tips for market pricing



- Price is a perception of quality.
- Don't try to undersell supermarkets.
- Don't reduce prices at the end of the day
- You know you are priced too low if
 - 1 – you sell out early
 - 2 – no one complains about your price!

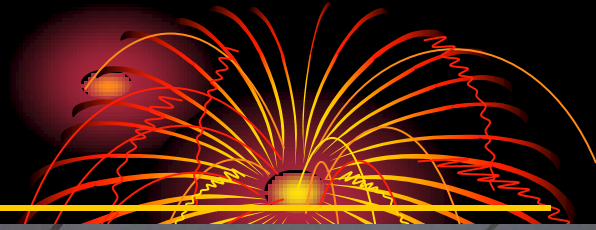


- Use mix and match pricing to encourage larger sales.
- Use multiple pricing strategies to encourage larger sales
- Watch price points - \$1, \$5, \$10, \$20



Promoting Yourself ...

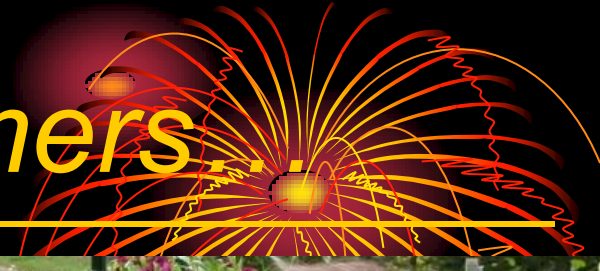
Are you smiling?



*Build
customer
loyalty.
Let
customers
get to
know
you...*



Get to know your customers.



Learn what their shopping habits are.



*Invite your
customers
back!*

Thank you
for
shopping
locally!

See you
at our
next
market

Coming to
Market soon

SATSUMA
SATURDAY
WITH SUSAN
SPICER!
NOV. 18th
FESTIVUS!
DEC. 3, 10 & 17

Sign up
for our
electronic
newsletter
today



markets
mobilize
mentor
model



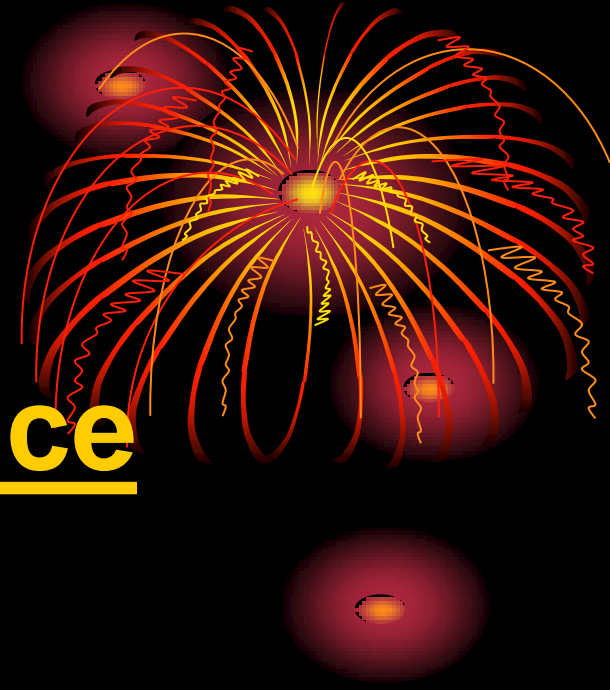
Make who you are obvious!



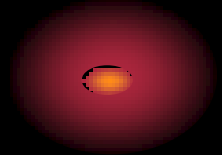
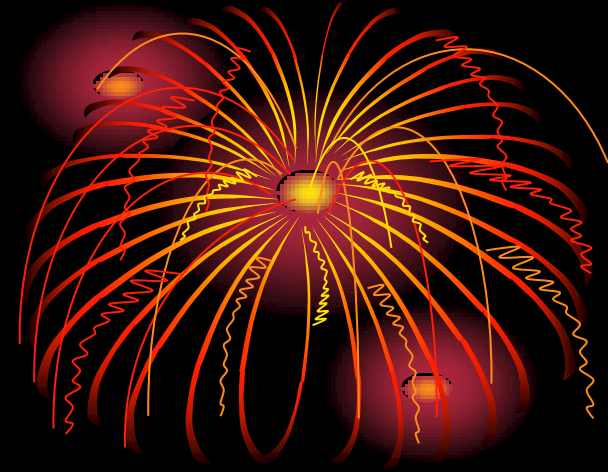
Put your best foot forward ...

- When you're busy with customers, acknowledge those waiting their turn.
- When you are not busy with customers, be busy with your display.
- Do not eat or smoke at your table.
- Be neat and clean.

Add in Customer Service



- Always educate your customers.
- Hold packages
- Take orders
- Let your customers know what's coming next week
- Look at your presentation, both display and yourself, from the customer's point of view.



The right combination of product, display, merchandising techniques, pricing and customer service will make your market sales sizzle and the benefits will go straight to your farm's bottom line!

Making Market Sales Sizzle!



Diane Eggert

Farmers' Market Federation of NY

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