Catch Your Customers’ Eye...

With a Great Display of Colorful Fruits and Vegetables

Farmers Market Boot Camp Workshops
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Effective Booth Displays

• Products should be displayed on a table or shelf, never on the ground or floor.
• Table or shelf should be clean. Using solid colored tablecloths that can accentuate the product is best.
• Clean baskets, bins, containers can be used to display product. Keep baskets full at all times. As product starts to sell down, move it to a smaller basket/container.
• Keep display fresh by restocking often, moving product around to fill in gaps, and clean of debris.
Give Information-Lots of It!

- Pricing
- Bountiful
  - Restock
  - Rearrange
- Product Info
  - How it was grown
  - How to cook
  - How to make it last longer
  - Farm Info
Give information about your product or suggestions on how to use it.
Use Unique Containers or Baskets
Show a Bounty of Produce
Use coolers, Ice Packs for Perishables
Small blackboards make good signs that can be changed frequently.

Crates can be used to get products up where they can be seen more easily.
Peppers $1.00

Squash $1.89

Burpless $0.50 each

Okra $3.00

Potatoes $5.00

Beets $10.00
Mixing Color Makes the Display Pop!
One way to sell your product is to have it premeasured with a fixed price. Customers pick out what product they want and you bag it for them.
Not good to put produce on the ground, customers don’t like picking it up and they think of the ground as dirty. However, for decorating purposes this looks nice. The edible pumpkins are in the baskets and the decorative ones are on the ground for display.
Keep Products Fresh
Goat Milk Soap Farm

Farm name is displayed

Products are within customer reach, prices are on the baskets. Pictures of the goats give a personal connection to the farmer.
Meat is kept on dry ice in coolers on the back of the truck. Products are listed on signage. The farmers are wearing shirts with the farm name that identifies them as the producer.
Keeping Meat Frozen for Meat Vendors

This vendor keeps the frozen meat in freezers plugged up in her truck, and takes small amounts in a cooler to her table for sale. She uses ice packs in the freezers as well as in the small coolers. Luckily her venue has electricity she can use for the freezers and easy access to her truck during the market.
Cold Storage at Your Market

Noble Springs Goat Cheese keeps a few pints of cheese on the table on ice so customers can view the products. The rest is stored in a cooler with dry ice.

A Picture album of the farm is on the table for customers to flip through.
Don’t Have Dirty Displays

This display of berries does not make the customer think “fresh produce.” The coke can, box of salt and half full berry containers are examples of bad presentation.
Signage Sells

• Signage is an important marketing tool and helps sell your product.
• Signage attracts customers and gives them the information they need to make informed decisions about what they’re buying.
• Products without posted prices will not sell as well as products with clear prices posted.
• Signage can also connect the customer with the farmer. If sales occur off the farm, pictures and stories about the farm help customers feel a connection with the farmer and trust their product.
Company sign has products, credit card info, social media info.
Signage Sells
Informational/Price Signs

Price signs that also include information about your product and ways to prepare it for dinner will help sell your product.
Overflowing Baskets of Produce
Decorative Booth Display

Produce is on the table with signage in all the baskets. Farm name is displayed.
Excellent Displays = Excellent Sales

• Eye-Catching displays draw customers in
• Create a sense of abundance throughout the entire market
• Include education- teach people how to use your product.
• Make yourself visible. Wear something that identifies you as the person staffing the area. You are part of the display. Smile, be friendly.
• Have a “Grab n’ Go” section- products already bagged, weighed, priced.
Milk at the Farmers Market

The Milk is kept in the refrigerated truck behind the booth. If this is not an option, dry ice in a cooler will work.

The person staffing the booth is wearing a shirt with the farm logo that identifies him.
CSA’s (Community Supported Agriculture) connect consumers with farmers. Many CSA farmers choose a farmers market as one of their drop off sites.
Facebook and Twitter are important tools for marketing your farm or farmers market.

Delvin Farms logo for “apps” - twitter, facebook
Don’t Forget Why People go to the Farmers Market:

• Freshness
• Flavor
• Varieties
• Friendly Atmosphere

Deliver all of this with abundance!

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