

Be Outstanding with a Fabulous Farmers Market Booth Display



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.

Effective Booth Displays

- 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.





- Have uniform bunches
- Clean Produce
- Visible Prices

- Pre package produce for easier handling and pricing



- Pre packaged lettuce
- Clearly marked prices
- Different levels of display



- Clean table, clean baskets
- Farm name prominently shown: Above the table is best, as customers will stand in front and block the sign if it's on the table
- Bags for customer convenience
- Prices on the basket above the cabbage





KALE
\$3.00 BUNCH
www.ColyviaFamilyFarm.com

KALE
\$3.00 BUNCH
www.ColyviaFamilyFarm.com

KALE
GREEN CURLY--GREAT FLAVOR, GOOD FOR YOU
\$3.00 BUNCH
www.ColyviaFamilyFarm.com

Use Unique Containers or Baskets



Show a Bounty of Produce







Use coolers, Ice Packs for Perishables





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.







Seasonal Decorations

Tables have produce in baskets, nice display



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 Producers at the Farmers Market



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 to 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

- Put titles on your signs to make products sell better. “BEST SELLING!” or “MOST POPULAR!”
- Play up the local through your signs:
“Locally Made” “Naturally Grown” “Organic”
(only use organic term if certified)
- Have ONE person do all the signs so they look consistent.

Company sign has products,
credit card info, social media
info.



Natural, handcrafted, products made with Love in Nashville, TN.

Tooth Powder

Natural Deodorant

Lil' Twig and Momma Body Care

Salves and First Aide

Medicinal Herbs

Natural and Non-Toxic
Bug Spray & Sunscreen

facebook

twitter



Square



Signage Sells



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.



Chalkboards are the trend now. This is made with a pen called *chalking* you can get at craft stores but it's harder to erase.



Sign Psychology

- A Cornell University study said people buy more without the \$ symbol. Take the \$ symbol off your signage. \$1.00 vs. 1.00
- Use the number 9 in your pricing/signage: 2.99 instead of 3.00
- Make sure all your colors match and coordinate: tablecloths, signage, bags, etc.

Informational/Price Signs



Price signs that also include information about your product and ways to prepare it for dinner will help sell your product.





Peppers
\$1.00

Squash
175¢ / 100

Burpless
\$1.00 each

Okra
\$3.00

Squash
\$1.00
Tray

Hot
Doz
\$1.00

Beets
\$10.00

Potatoes
\$5.00

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 informative 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 sells occur off the farm, pictures and stories about the farm help customers feel a connection with the farmer and trust their 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.

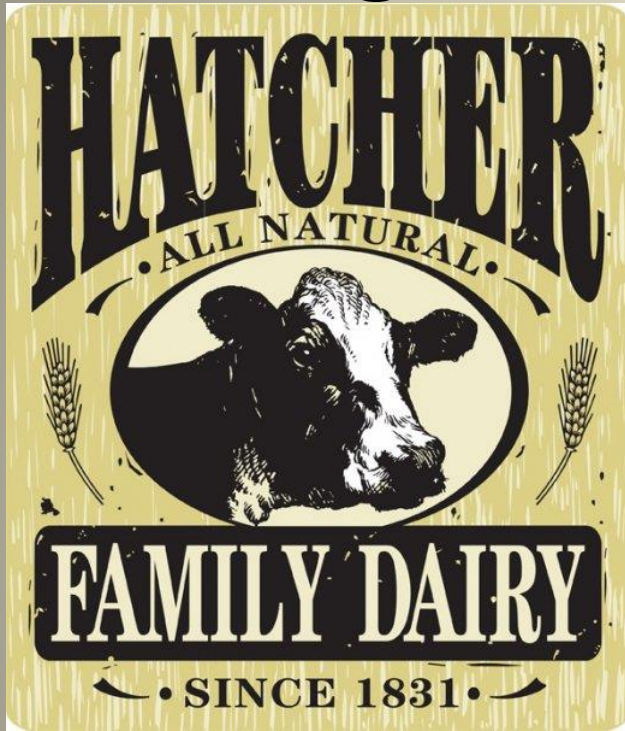
The person staffing the booth is wearing a shirt with the farm logo that identifies him.



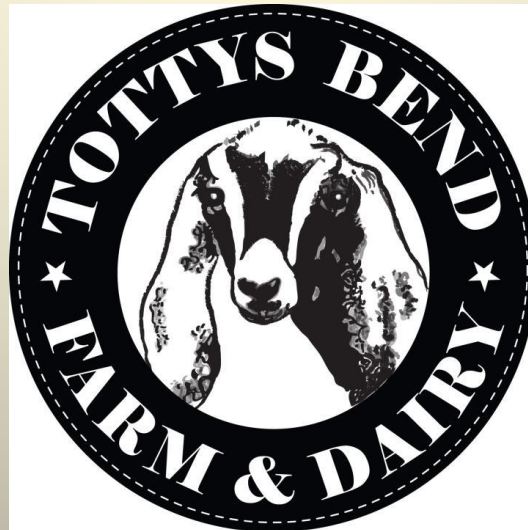


CSA's (Community Supported Agriculture) connect consumers with farmers. Many CSA farmers choose a farmers market as one of their drop off sites.

Logos, Marketing Materials



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 the Farmers Market:

- Freshness
- Flavor
- Varieties
- Friendly Atmosphere

Deliver all of this with abundance!

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