



Sell More! Farmers Market Vendor Booth Guide

Market Day Check Lists
Customer Expectations
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Have fun!

The tips and ideas in this Vendor Booth Guide are designed to help farmers and other vendors improve their specialty crop sales at farmers markets. Take this to the market as a reminder, give it to employees, try something new this season. What are your marketing goals for this season?





Market Day Booth Check List

Market:

Date:

Yes

No

Ideas for next time

Name:

1. Did you bring your best, highest quality products to market?			
2. Are all your products visible to customers?			
3. Can customers easily see what products cost?			
4. Are all products labeled?			
5. Can customers easily identify the farm?			
6. Can customers easily find a bag or container?			
7. Can customers see who to pay or talk to at your booth?			
8. Is the person working at your booth smiling?			
9. Do customers know what their payment options are without talking to anyone at your booth?			
10. Can customers see or smell any garbage, compost or empty boxes? Does your space look clean and tidy?			



Market Day Booth Check List

Market:

Date:

Yes

No

Ideas for next time

Name:

1. Are products grouped by dynamic color display?			
2. Does your booth create an overall sense of visual excitement?			
3. Are perishable products rotated or sprayed with water for freshness?			
4. Are product values or attributes clear to customers (i.e., organic, local, GMO-free, picked today, heirloom, etc.)?			
5. Can customers easily recognize the farm by name and location?			
6. Do customers know the names of people selling at your booth?			
7. Do customers know if there is a featured or seasonal product? Are samples offered?			
8. Do you have any special featured promotions? Or recipes?			
9. Can you accept credit/debit directly?			
10. Do people selling have gloves (if handling product) and functional hand washing station?			

QUALITY PRODUCTS

WHAT DO CUSTOMERS EXPECT AT A FARMERS MARKET?



HEALTHY



FRESH



NATURAL



LOCAL



SUSTAINABLE



INTERESTING & UNIQUE

TO SUPPORT FARMS

WHAT DO CUSTOMERS EXPECT AT A FARMERS MARKET?



THE STORY OF YOUR FARM

Authenticity, transparency, trust



THE STORY OF THE PRODUCT

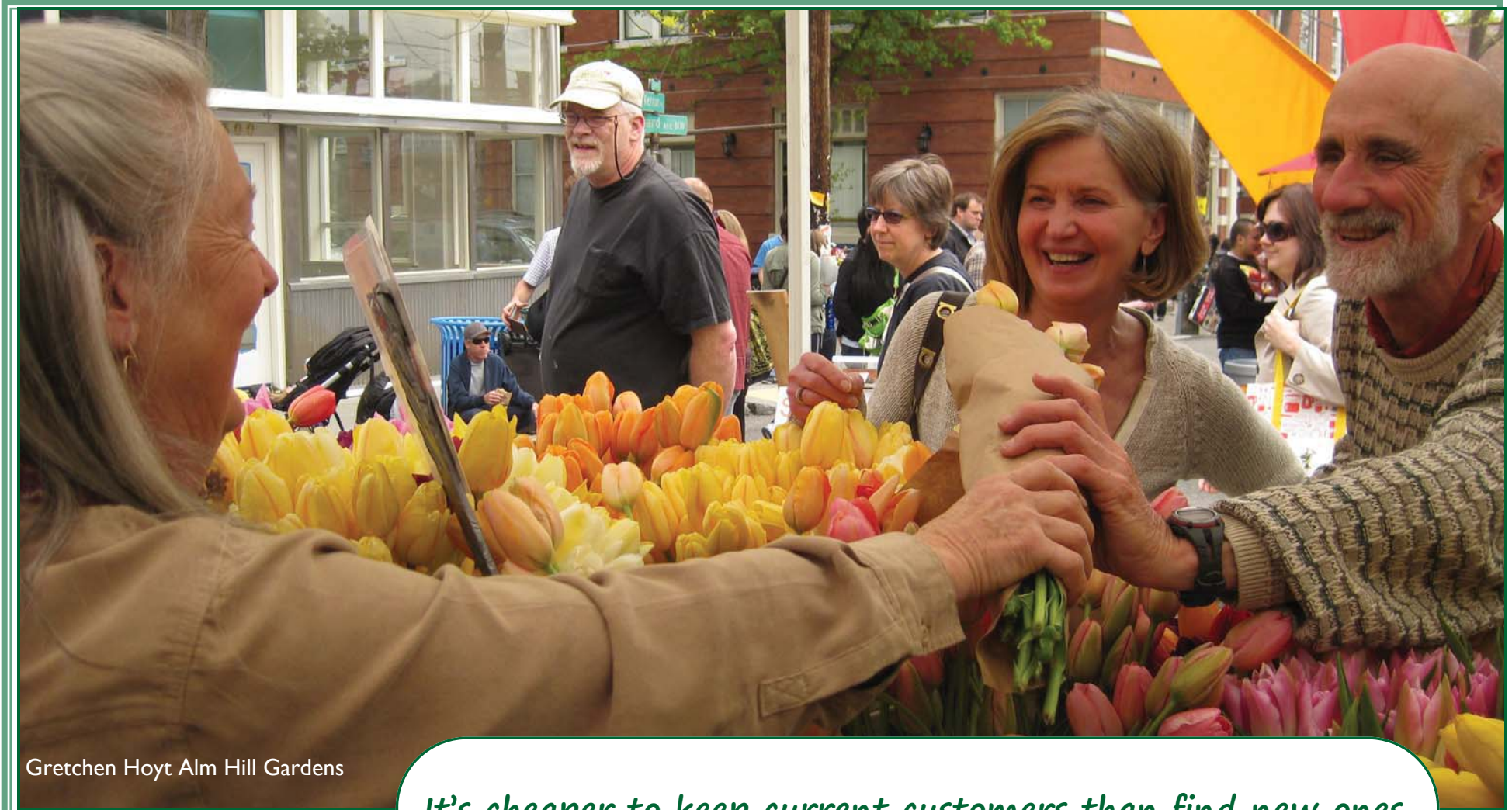
Seasonality? How grown/raised?
How is it special? How to cook?



Guaranteed to be Ripe, Sweet & Juicy
Grown in Chico
"Certified Organic"

VALUE

Fair prices, honest information



Gretchen Hoyt Alm Hill Gardens

It's cheaper to keep current customers than find new ones.

rapport * recognition * reliability * responsiveness * resolution

PRODUCT DISPLAYS

PAGE 1



Create a sense of abundance and flow



Think about what people see at their "eye-level" & use vertical displays



Keep tables full. Use angles and color to attract



Display products in nice baskets or unique boxes

PRODUCT DISPLAYS

PAGE 2



Use clean tablecloths that evoke the farm life



Be playful and create patterns with color



Display products in ways that are eye catching



Combine products that go together to give customers ideas

Are your signs out?

1. PRICE SIGNS



2. PRODUCT SIGNS



3. BANNERS



Your Signage: MAKES A GOOD FIRST IMPRESSION, PROVIDES INFO TO ATTRACT/INFORM CUSTOMERS, ADDS CHARACTER & CREATES A BRAND

- ❑ Make signs as legible and easy to read as possible.
- ❑ Signs that are viewed close up (e.g., price signs) can be smaller while signs viewed from further away should be larger.
- ❑ Use same colors, fonts, and materials to reinforce your brand.
- ❑ Use materials that are durable, reusable, and can be edited (if possible).
- ❑ Place signs where people can see them.
- ❑ Select the most important information to promote and share with customers.
- ❑ Keep signs simple and crisp; resist the urge to say everything.
- ❑ Provide information in more than one way.
- ❑ Take care of signs and replace them when they look bad to customers.
- ❑ Don't forget to put them out!

BOOTH DESIGNS

CREATING A FLOW



Have a shelter to protect you, your products & customers.



Make booth easy for customers to navigate.



Strategically place bags, scales & cash box to direct movement.



Try to face your customers and make eye contact.

Evaluate Your Booth from Customers' Shoes

- Does it invite you in to spend time (and money) or does it blend into the rest of the market? Is the backdrop cluttered and distracting?
- Watch customers' habits: what makes them stop? What don't they "see"? Are there sharp corners, head bonking bags, signs or boxes that blocks their view of products?
- Check details: can customers get what they want or do they have to stretch and bend? Are they afraid of knocking things over?



Keep It Clean. Sends message about safety of your food.

A brief illustrated guide on how to make a great

Banner

For farmers markets

#1

The simpler, the better

Put only the most important information on your banner: the name of your farm, name of town, or region (e.g. Sunnyside or Yakima Valley), and your logo (if you have one). An attractive image can work if you don't have a logo. Do not overcrowd the space. Remember that most people will only quickly glance at your banner. The fewer words that are on your banner, the more likely it is that people will actually read it.

Yes

- Easy to read, even from far away
- The most important information is the biggest
- 1 simple and memorable image (a talking cow?)



No

- Too much information!
- The name of the farm is small and lost in the other text
- It is difficult to read the text and hard to see the image of the cow in the background



#2

Make it easy to read

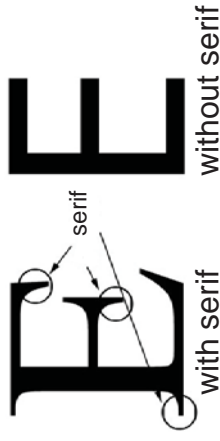
Three things make words on a banner easy (or difficult) to read: the size of the letters, the type of lettering, and contrast with the background (Do the words jump out or are they lost in the background?).

In terms of size, the bigger the better.



This size is easier to read from far away.

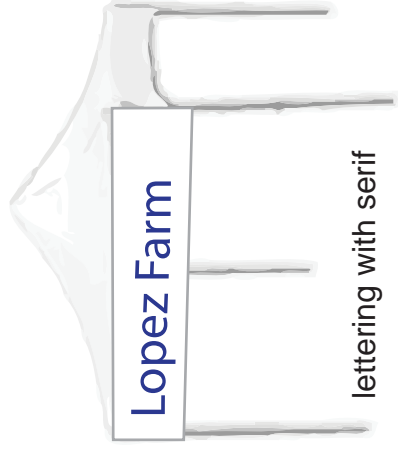
In terms of the type of lettering or font, cursive is harder to read than print. And “serif” lettering is harder to read than lettering without serif.



print lettering without serif



cursive lettering



lettering with serif

In terms of contrast, try to find a combination of lettering or font and background that makes the text stand out. According to experts, the combinations that are easiest to read are black lettering with a white background, yellow lettering with a black background, and white lettering with a blue background. And to make specific information stand out, use a different color.



good contrast



Lettering gets lost in the background

PROMOTIONS

AT THE FARMERS MARKET



Highlight or promote one product.



Prepare pre-measured quantities.



Help customers choose the "best."



Make cooking suggestions.

Offer a "discount of the day," holiday special or sale.



Suggest products that go together.



Promote your CSA, farm stand, sales to restaurants or other markets.



Give customers better deal for buying more.

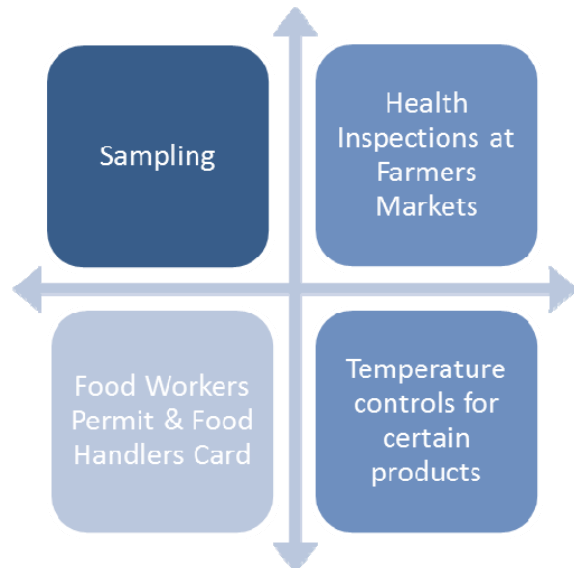


RULES AND REGULATIONS AT FARMERS MARKETS



Washington State Retail Food Code WAC Chapter 246-215 (May 1, 2013)

There is one Washington State Retail Food Code for the entire state. However, each county can decide to administer it differently AND add rules. Know the rules *in the county where you are selling*.

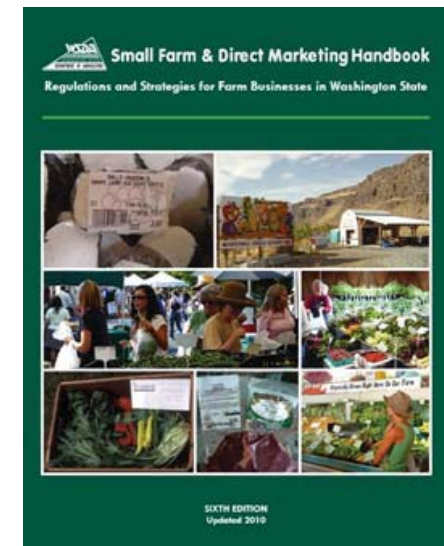


Washington State Dept of Agriculture

- Enforces State and federal food safety regulations
- Organic certification
- Certifies scales
- Licenses cottage food operations, food processors, food processing facilities
- Licenses dairies, eggs and most poultry/rabbit
- And more!



Beef and any other red meat sold at farmers markets must be processed in a USDA inspected facility.



The new 7th Edition of the WSDA “Handbook for Small & Direct Marketing Farms: Regulations and Strategies for Farm Businesses in Washington State” is available online at www.wasmallfarms.org

Planning Required

1. KNOW THE RULES



2. WASH IT DOWN



3. SERVE IT RIGHT



SAMPLING

Know the rules for sampling by contacting the local health department or district where the farmers market is located. A list is available at www.doh.wa.gov/AboutUs/PublicHealthSystem/LocalHealthJurisdictions.aspx. General sampling guidelines include:

- Bring sanitized cutting boards, knives and other sampling tools. Keep them clean throughout the market.
- Wash your hands thoroughly before working, before putting on gloves, and throughout the market.
- Food needs to be washed according to health department's protocol before serving.
- Provide convenient and visible trash bag for customers. Empty or change throughout the market.
- Wear plastic gloves when serving (and replace them if you touch anything else). Especially money. Yuck!
- Place samples in individual serving cups or provide single use utensils such as tooth picks.
- Keep samples covered and fresh!

HAND WASHING STATION

- At least 5 gallons of warm water (minimum of 100°F) in an insulated container.
- Spigot that stays open for continuous flow.
- A bucket for wastewater.
- Pump soap.
- Paper towels.

Do not use hand washing station to wash produce for sampling.



Wash hands before working & before putting on gloves.

Wash Your Hands!

¡Lávese Las Manos!



1 Wet Hands
Mójese las manos



2 Soap
Enjabónese



3 Wash for 20 seconds
Lávese las manos por 20 segundos



4 Rinse
Enjuáguese



5 Dry
Séquese las manos




6 Turn Off Water with Paper Towel
Cierre el grifo usando una toalla de papel



Can customers easily see your FMNP signs?



Let your customers know what you do as a thoughtful, responsible community member.

	
Washington State Department of Health (DOH)	
Who is eligible to receive FMNP checks?	Families in the WIC program (WIC FMNP) and low-income adults over 60 (Senior FMNP)
When can FMNP be used?	June to October
Currency	Paper checks worth \$4.00 each (in 2014).
How much are FMNP checks worth?	WIC provides \$20 per participant or up to \$40 per household per season. Seniors get \$40 per season.
What can benefits be used to buy?	Washington State fresh fruits, vegetables & cut herbs. Senior FMNP checks can also be used to buy honey.
Where can benefits be used?	At authorized farm vendor booths at authorized farmers markets or authorized farm stands.
How do I get authorized for FMNP and other help?	www.doh.wa.gov/YouandYourFamily/WIC/FarmersMarket.aspx

AFTER THE MARKET

Bring FMNP checks to the market information booth for stamping. (Unless your farm has permission from DOH to stamp your checks yourself.)

DOH has threatened to de-authorize farmers markets that appear to have low numbers of FMNP checks being redeemed. So, it is important to list the correct farmers market number on each check. That way FMNP data is accurate and it can better inform decisions.





Customers swipe their Quest card at the market information booth to get SNAP EBT tokens, usually in \$1 or \$5 units.

SNAP EBT “matching” or “incentive” programs are a new trend in WA. Goal: to bring new customers into the market.



Washington State Department of Social and Health Services (DSHS)

Who is eligible to receive SNAP?	Low income individuals or households that meet poverty guidelines and other criteria.
When can SNAP be used?	Year-round.
Currency	EBT card (Quest card)
How much do people receive from SNAP?	The average monthly benefit per person in WA is around \$126.
What can benefits be used to buy?	Any food for home consumption (i.e., breads and cereals, fruits, vegetables, meat, fish, poultry, dairy) and plants that produce food.
Where can benefits be used?	At any authorized SNAP EBT retailer, including over 75 farmers markets (2013).
Can my farm accept SNAP EBT at this farmers market?	If the market accepts EBT through a token or scrip program, then you can accept the EBT tokens as long as you sell eligible products (listed above). The market receives authorization from USDA, accounts for federal funds, encourages people with SNAP benefits to shop at the market, and keeps up with technology.
How do I redeem the SNAP EBT tokens?	Each market has its own policies. Be sure to find out: <ol style="list-style-type: none"> 1. When do tokens need to be redeemed? 2. How will you be compensated? By check? Can you pay your booth fees with tokens? 3. How often do you need to turn in tokens? Is there a deadline?

example



- Goals, funding & rules will vary.
- Incentive \$ may look different from tokens.
- Check eligible products and deadlines.

Ask for updates, frequently.



TRACKING SALES

ON MARKET DAY

Sales Records

	Farmers Market 1	Farmers Market 2	Farmers Market 3
Date			
1. Total Cash Start			
2. Total Cash End			
3. Total Cash Net			
4. Tokens Credit/Debit			
5. Smartphone Credit/Debit Sales (if applicable)			
6. Tokens SNAP EBT			
7. FMNP checks			
8. Other Market Sales			
TOTAL (items 3 to 8)			

Market Sales Notes

	Farmers Market 1	Farmers Market 2	Farmers Market 3
Date			
Weather			
Number of customers			
Average customer sales			
Best selling products? Why? Price? Quality? ??			
Any red flags? Price, display, location in market?			
Best customers? Women—Men, Age, Families/ Single, Regular or new shopper? Language/culture? Food budget?			
Any market events or promotions? Help sales?			

FARMER MARKET 101

It takes a village!



BOARD OF DIRECTORS

Most markets have a volunteer board of directors (or sponsoring agency) that is responsible for fulfilling the market's mission. It also manages the budget, does fundraising, finds local partners, gets permits, insurance, and is responsible for city, county and state regulations, taxes, public safety, and sets policy, such as:

- Market location, dates, hours
- Vendors and products allowed
- Cost of booth space
- Required licenses, permits, insurance
- Hiring the market manager



MARKET STAFF & VOLUNTEERS

Responsibilities vary depending on market size, age, location, and funds. Duties typically include:

- Selecting vendors that fit market policies and vision
- Opening and closing the market
- Creating a site plan
- Maintaining order and cleanliness
- Enforcing market rules and compliance with health codes
- Collecting vendor fees
- Getting shoppers to the market
- Communicating other markets, city and state agencies, partners
- Managing complaints
- Running info booth and tokens
- Represent market to the public



VENDORS

Vendors are at the heart of any market and the whole should be greater than the sum of its parts. To participate, vendors should:

- Honestly represent themselves, their farm and products to the market organizers & shoppers
- Have all required City, County and State licenses and permits
- Understand/follow market rules, policies and culture
- Communicate in good faith with public, market, vendors
- Strive for the highest quality products and sales



Statewide Organizations Supporting Farmers Market Vendors



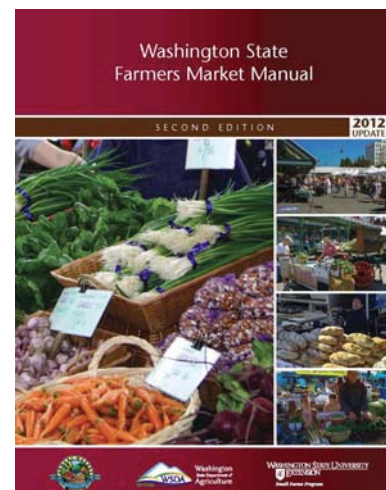
Farmers Market Coalition



Tilth Producers of Washington



WA Farmers Market Association



Small Farms & Direct Marketing



WSU Small Farms Team

Washington State Office of Farmland Preservation's monthly newsletter. Sign up at <http://ofp.scc.wa.gov>.



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The "Farmers Market Vendor Booth Guide" is available in Spanish. Translation by Malaquias Flores and Leigh Newman-Bell. Please send suggestions on how to improve this guide to colleen.donovan@wsu.edu.

The above publications are available at www.smallfarms.wsu.edu/marketing