Farmers’ Market
Expectations and Innovations

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Professor Jay Friedlander
Sharpe-McNally Chair of Green & Socially Responsible Business
College of the Atlantic, Bar Harbor
Why Should You Listen To & Ignore Me?

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
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?
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
## Profit Impact of Changing Price vs. Changing Volume

<table>
<thead>
<tr>
<th>Assumptions</th>
<th>Baseline</th>
<th>Price Chg</th>
<th>Vol Chg</th>
<th>Price * vol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$100</td>
<td>$70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VC</td>
<td>$70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FC</td>
<td>$5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>$25</td>
<td></td>
<td></td>
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</tbody>
</table>

$ Change:

- **Price Chg**: $10
- **Vol Chg**: $3

% Change:

- **Price Chg**: 40%
- **Vol Chg**: 12%
Behind freshness & quality considerations

5th
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
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

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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.

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jfriederal@coa.edu
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
Kohlrabi
Kale
Collards
Spinach

Cabbage
Parsnips
Collards

Potatoes

Turnips

Carrots
Onions
Leeks
Beets

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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

jfriedlander@coa.edu
Know Who I Am & Include Me

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”
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

Brooksfield, WI

The Woodlands, TX

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

brookfieldfarmersmarket.com/SmallCrowd.JPG

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

jfriender@coa.edu

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Show Me What to Do

Make it an experience

jfrieldander@coa.edu
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/-j1La5m6Bnt8/Tvk93jHnXul/AAAAAAAAAhQ/hkEfjqDRaSo/s1600/Outdoor-Carpet-Rug.jpg
Boom Box: http://s8.thinsnext.com/media/largest_dimension/3E377FFC.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

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Some Self Reflection May Help

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
Questions

Thanks
Market Ideas

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
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
Market Ideas

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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Selected Bibliography


Maine. Dept. of Agriculture, Food, and Rural Resources. The Agricultural Creative Economy: Needs, Opportunities, and Market Analysis Discusses some factors unique to Maine


