

# The Art of Display – Farmers' Markets 2013

## (Notes for Power Point Presentation)

- Location, Location, Location!
  - Urban or Rural
  - Indoor or outdoor
  - Historic building or new construction
  - Park or parking lot
  
- Market Layout & Traffic Flow
  - Single row, double row or U-shape
  - Parking areas
  - One entry or multiple entries
  
- Where Do You Fit In?
  - Neighbors abutting you or space between?
  - Is your vehicle allowed to create a backdrop?
  - One table, two tables or U-shape
  
- Building Your Display
  - Tables
  - Tablecloth or bare?
  - Point of purchase – scale, cash box, bags or boxes
  - Make use of vertical space – build tiers
  - Baskets, bins, crates, display
  - Sample area
  
- Setting The Stage
  - Build eye-catching displays – use colors, shapes and sizes to arrange
  - Make products easily assessable
  - Educate your customers – provide cooking tips or recipes
  - Store extras below
  
- Signs, Signs, Everywhere a Sign!
  - Legible, easy to read (if you don't have neat handwriting – use computer)
  - Pricing needs to be in plain sight
  
- Tell YOUR story! What makes your farm or business unique?