

Improve Your Success at Farmers Markets

Pricing, Marketing, and Merchandising Strategies for the Farmers Market Vendor

1 - 5 pm, Thursday, November 12, 2009

4-H Learning Center, North Iowa Fairgrounds, Mason City, IA

Iowa is a national leader in the number of farmers markets per capita, and these markets are certainly having a positive impact on the state's economy. For farmers selling direct to consumers, farmers markets may present a good income opportunity, but, to make the market worthwhile, farmers have to do more than just show up and open the tailgate.

As people walk by a farmer's market booth, the farmer/vendor has about three seconds to turn a passerby into a customer. There is a lot of planning that must go into those three seconds. A farmer-vendor ought to have a thorough understanding of their target customer and ought to have a booth and product display that will capture attention and drive a sale. Signage, setup, and personal presentation can have as much effect on sales as the quality of your products.

Andy Larson with ISU Extension's new program in Small Farm Sustainability will be discussing practical ways farmer-vendors can present themselves and their products to sell at farmers markets. Growers who want to get serious about farmers markets and the income opportunities they can provide will come away with a bit of background on how farmers markets are affecting Iowa, as well as strategies to draw in customers, convey their stories, make the sale, and bring customers back.

A \$5 registration fee will be used to cover the costs of materials and travel. Contact the Cerro Gordo County Extension office at 641-423-0844 to register.



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