

Making the Most of Your Market

GPVGC Conference

January 10, 2009



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Moon on the Meadow
Downtown Lawrence Farmers' Market
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Creating Mouth-Watering and Memorable Special Events

Mercedes Taylor-Puckett, Kansas Rural Center

Monthly Special Events

Enter to WIN
One of Three
30th Birthday Bash
Market Goodies Cards

Great Items From:
Amy's Meats • Bradford Cheese • Blossom Trail Bee Ranch
C & D Berries • Caroline Hill Farm • Carol's Fancy
Crisis & Family Co. • Clark Family Farm
The Cook's Lady • Earth Flowers
G-Baked Goods • Good Day! • The Henry & Phyllis Farm
Homestead Hill Farm • Homestead Ranch
Jefferson Hill Farm • Labanese Gardens • Labanese Flower
Luna Star Lane Breads • Maggie's Farm
Pondemon • Quinn Robinson • The Summer Kitchen
Sundance Elm Ranch • Whispering Cedars Farm and Garden •
Wildhorse Orchard • Zanna City

Drawings held at
8:00 AM
9:00 AM
10:00 AM
Gift Cards Redeemable
Today or at August 19th
Saturday Market

- Build buzz
- Garner press
- Highlight products
- Increase attendance
- Collect e-mails

Market Goodie Cards

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Downtown Lawrence Farmers' Market
30th Birthday Bash Market Goodie Card!

The 30 Market Goodie Cards will be given away to you at the market for your support of local agricultural products. The following items are included in the goodie cards:

- 1 pint Cherry Tomatoes Maggie's Farm (2/10)
- 1 bag Blue Corn Chips Pondemon (2/10)
- 1 round Red Pepper Spread Bradford Cheese (2/10)
- 1 Handmade Labanese Flower Karth (2/10)
- 1 Knock Out Rose Plant Earth Flowers (2/10)
- 1 bunch of Fresh Heifer Card Farm (2/10)
- 1 bag Cookies The Cook's Lady (2/10)
- 1 bag Flour The Henry & Phyllis Farm (2/10)
- 1 pound ground Beef Summer Kitchen (2/10)
- 1 Hot Food Item Crisis & Family Co. (2/10)
- 85-90 Item Labanese Flower (2/10)
- 1 small loaf Bread Quinn Robinson (2/10)
- 1 Watermelon Labanese Garden (2/10)
- 1 large Cinnamon Roll Good Baked Goods (2/10)
- 1 small pie Clark Family Farm (2/10)
- 1 Lip Balm Homestead Ranch (2/10)
- 82 oz jar of Jam or Jelly Caroline Hill Farm (2/10)
- 1 round of Bread Jefferson Hill Farm (2/10)
- 1 flower Whispering Cedars Farm and Garden (2/10)

How do you get these market goodie cards? Simply visit the market today and tomorrow (2/10/09) to pick up your market goodie card.

Check again, thanks for supporting local agricultural products!

See friends at the Lawrence Farmers Market
www.lawrencefarmersmarket.com 784-4444

Savor the Season: Celebrating Spring Greens

Mustard Chive Vinaigrette
makes 1/2 cup

- 1 T. grainy Dijon-style mustard
- 1/4 c. finely chopped fresh chives
- 2 T. white vinegar
- 1 T. olive oil
- 2 T. honey
- 6/8 salt
- 4 T. olive oil

Simply ground black pepper to taste

Using a whisk or fork, in a small bowl combine all ingredients except the oil. Slowly add the oil, whisking vigorously, until the vinaigrette is emulsified. Place your favorite salad greens and fruit. Store remaining vinaigrette in the refrigerator, in a tightly sealed glass jar, for up to one week.



Local Meats: It's what's for dinner!



Salsalicious

Salsalicious!
 Only in the Market Square! Tasting Day
demonstrations
 8:15 Angel Alvarez, Chef, Golden
 9:00 Alejandro Lobo, La Familia
 9:30 Kate Gonzalez, Global Cafe
 and author Rick Lamberson, Market Square
salsa contest
 8:45 every day/line
 \$400 maximum prize/money
sampling
 Beginning at 8:00, come and sample salsas
 from all participating vendors!
Salsalicious!
 Market Square, 10/17/08

Tasting Tomatoes: The good, the big and the ugly

apploozza '08

apploozza

chef demonstrations

chef demonstrations

Cooking from Scratch The Lost Art

- Busy lifestyles
- Removed from growing food
- Unfamiliar with many vegetables
 - How to prepare?
 - Will it taste good?

chef demonstrations

chef demonstrations



“Have you purchased something new to you as a result of the chef’s demonstration?”

100% of respondents answered affirmatively!

chef demonstrations

Pat Randleas

Wichita’s Old Town Farmers’ Market

- Developed sponsorships
- Purchased equipment and trailer
- Cited as shoppers’ favorite feature

Kansas Rural Center publication

Cooking Demonstrations

<http://www.kansasruralcenter.org/publications.html>



iron chef competition

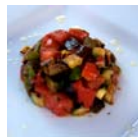


Great Grill-Off

- Three chefs
- Three grills
- Three dishes x 3
- Three judges
- One host
- One winner



Great Grill-Off



Creating Mouth-Watering and Memorable Special Events

Mercedes Taylor-Puckett, Kansas Rural Center

Vendors Ideas



- Booth Appearance and Appeal
- Know/Use Your Customers
- Know Your Competition



Market Booth



- It is the tool to draw in your customer
- Physical Layout
- Appeal to the Senses

Shelter



- To protect your product and customers
- Provides farm recognition
- Define your sales floor and space

Sales Floor



- Layout gives customers plenty of room
- Allow easy traffic flow
- Use vertical space
- Lots of different colors
- Cleanliness and neatness
- Consistent and knowledgeable staff

Signage

Farm Signs

- Farm name, farm logo
- Special growing methods
- Items offered or type of farm
- Date established
- Should be visible from a distance



Signage

Product Signs

- Locate signs on product with cost
- Neat, legible, and consistent from sign to sign
- Educate with nutrition information, recipes, how to's



Appeal to the Senses

Sight



Smell



Touch

Know and Use Your Customers



- What do your customers want to see at market?
- What keeps the customer coming back week after week?
- How can customers help with your success?

What Do They Want?



- Lots of variety, even within a crop
- Overwhelm the customer with choices (color, shape, sizes)
- One stop shopping with traditional and specialty items
- Fair Prices
- High Quality Products

What Keeps Them Coming Back?



- High Quality and Fair Prices
- Friendly interaction with the farmer and staff – heart and soul of a market
- Familiar with products at the booth (succession planting to keep products coming)

Use Your Customers



- Always experiment with new products each year. Market customers are great testers.
- Ask your “foodie” customers for ideas about different things to grow or bring to market.

Know Your Competition



- Why? So you don't have to compete with them.
- Who are your fellow vendors and what do they sell at market
- When do they come to market?

Be Unique



- Offer varieties that others don't
- Continually educate yourself on new products via cookbooks, magazines, and publications
- Be the first to bring a product to market
- Offer specialty products – heirlooms, ethnic produce



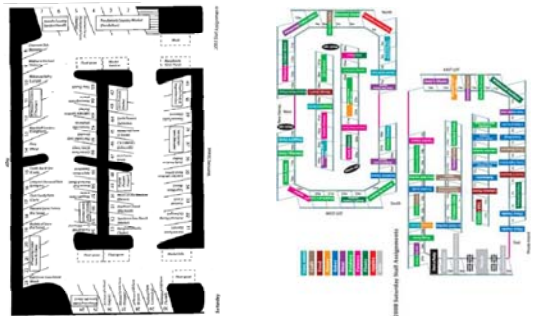
- A lot of vendors come June-August, bring more at the beginning and the end of the season for less competition
- Customers get used to coming to your booth early in the season



Mapping Your Market

Mercedes Taylor-Puckett, Kansas Rural Center

From this.....to this in 5 months



Signage

- Permanent
- Market Day
- Event Info



Permanent Signs

- 24/7 Information Source
- Memory trigger



Portable Signs

- Alternative to permanent sign
- Promote events & schedules
- Explain rules

Market Info Booth

- Ask questions
- Locate vendors
- Sign-up for e-mail
- Get recipes
- Buy market goods
- Use Vision/Debit
- Donate to gleaners

Shopper E-Newsletter

- Product updates
- Producer profiles
- Promo Info
- Recipes

Market Recipes

- Moves "glut" produce
- Reinforces seasonal eating
- Partnership opportunity

Market Goods

Source of additional revenue

- T-Shirts, tote bags, etc...
- Gift certificates
- Cookbooks

Wireless EBT Machine

Wireless Point of Sale

Device can accept:

- EBT Card for Food Stamps
- Debit Card
- Credit Cards

Market Gleaners

- Vendors give excess
- Shoppers donate
- Food drives held



Market Square Area



- Tents
- Tables
- Musicians
- Community

Tents and Tables

- Shelter from sun and rain
- Place to rest or eat
- Sponsorship opportunity



Musicians

- Boost in atmosphere
- Reason to attend
- Sponsorship opportunity



Community Booth



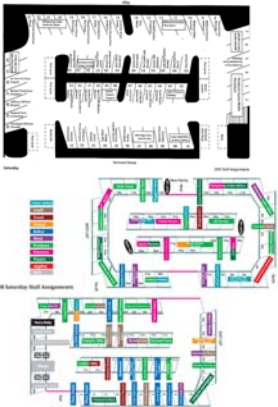
- Builds partnerships
- Reciprocal marketing
- Sponsorship opportunity



Market Square Challenges

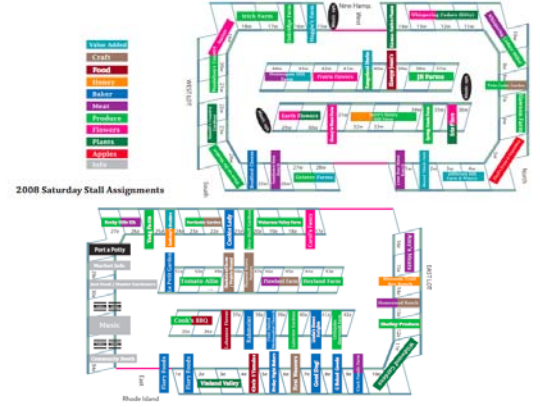


- Hauling
- Set-up
- Take down
- Vinyl durability



DLFM's 2006 Saturday Relocation

- Task Force
- Survey
- Selection
- Imagine
- Design



2008 Saturday Stall Assignments

Legend:

- Vegetables
- Cheese
- Meat
- Bakery
- Flowers
- Produce
- Apples
- Other

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