1. Look for early varieties; use row covers, season extension, transplants to capture the early markets. Selling a variety of products will hold the attention of your customer for a longer period of time and they will spend more. Don’t bring the same thing everyone else does; look for something new and different to offer at the market.
2. Think about your display; the better things are displayed, the better they sell. You’ve got to attract people to your booth! Keep things tidy at your stand. Re-stock and rearrange your product continuously to keep the stall looking attractive throughout the day. You should also look clean. Stand back and look at your display often throughout the sales day.
3. The more information the better. Customers love signs and explanations.

* Write a description of your methods of production. Are you organic? If you answer a question often, write it down. Save your time & help shy customers who will read a sign but won’t ask you a question.
* Bring articles & information about your farm & its role in agriculture. Help your customers be informed shoppers.
* A brochure outlining cuts and prices is helpful for meat, poultry, and cheese producers.
* Recipes are the indispensable hand-out for customers.
* Your signs will indicate that your product is something special. Signs: Organic, Farm Fresh, Picked last night, grown without pesticides, all natural, double washed, etc.

1. Have prices easy to see; price cards or a pricing board at eye level to make it easy for customers to view.
2. Quality prices for quality products; the number one reason customers shop at a farmers’ market is for the freshest, best quality produce available. Therefore, take only fresh, quality produce to market. Leave over mature, bruised, misshaped or unripe goods at home.
3. Charge what it's worth. Is it superior, rare, or organic? When you have a superior product (better than the supermarket or the farmer next door), charge more.

- Consider offering discounts for volume

- Don’t be afraid to change prices. If it doesn’t sell, the price is may be wrong, the customer does not want that product, or isn’t attracted by the way you are selling it.

1. Consumer’s are very aware of food safety and anything involving food needs to project cleanliness. Produce must be clean. Keep it cool and fresh looking by misting with a spray bottle to prevent wilting. Do not display produce on the ground.
2. Always include the name of your farm with your display. If you don’t have a farm name, then personalize it somehow: ‘Bills Beef’, ‘The Onion Lady’, ‘The Flower Lady’ etc.

* Have business cards with your name, farm name, and telephone number so customers can find you to reorder.

1. Offer samples, the taste buds are more convincing than the eyes (**be aware of health regulations**). People love to try things. Tell them how you like to cook it. They often want to try something new, especially with familiar well-supplied vegetables like zucchini.
2. Sales presentation is important. A neat and knowledgeable salesperson is a must. A sense of “country charm” is what many customers want, but neatness and knowledge build credibility.
3. Give ‘gifts’ to frequent customers (fresh parsley, a bulb of garlic, single flower).
4. Adding value means doing something to a product that increases its worth to the customer.
5. Sell smaller packages; less for more!
6. The produce you have should always be in the smallest container in which it fits. If you start out with a crate of apples, keep it full throughout the whole market. If you have only a half a crate left, find a smaller basket. Customers dislike buying the last of anything – it looks like the dregs. The smaller container looks like abundance.
7. Charge more for quality. Price if often an indicator for quality in the mind of the consumer. Quality is not “cheap” and customers will pay more for the freshest and best produce. Some customers want the cheapest produce, but others will demand the best. If your image is a quality one, do not jeopardize it by selling at low prices. It may be better to sell less at higher prices than more at lower prices.
8. If you sell by the pound, you need to use a certified scale inspected by ISDA annually.
9. Tell them how to keep it. No one likes to waste good food (or flowers). If you tell customers how to keep what they buy fresher longer, they won’t fret about buying too much. For example, make a sign saying: “To keep cucumbers fresh, wrap them in a damp paper towel and keep in a plastic bag. They will stay crisp for over a week!”
10. If a customer is unhappy with a purchase, replace it with another item or give them a discount on their next purchase. Do not assume it was their fault. If they are satisfied, they will buy from you again.
11. Be cheerful and active. A bored, sullen person behind the counter is fatal. Be enthusiastic and friendly. You must move about the stand. You must give customers a reason to buy. Avoid sarcasm, indifference, smoking, music, and the impression ‘I just work here.’
12. Always do business by the “3 not 14 rule.” A satisfied customer will tell three of their friends to visit your market stand. A dissatisfied customer will tell fourteen others of their experience –resulting in a loss of business. When YOU deliver the attention the customer deserves; you deserve three more customers.

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