

2016 Dahlonaga Farmers Market

VENDOR INFORMATION SESSION
APRIL 19, 2016



DAHLONEGA FARMERS MARKET

2016 Market Details

- May 7 through October 8
- Saturdays - 8 AM – 1 PM
- Tuesdays 2 – 6PM



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Market Details

- Hancock Park
- No selling prior to official opening time
- Annual permit – reserved spot - \$75
- Month to month permit – first come, first serve - \$15 every 30 days
- 10 X 10 space (Can purchase more than 1 space)
- Can sell from trucks by special arrangement
- Monthly random site visits – promotion opportunities
- Music by Lumpkin County High School students when possible

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What You Can Sell

- Agricultural Items
- Jams & Jellies
- Package foods (consumption or use) containing at least one product the vendor has grown, proper labeling and state license from the GA Department of Agriculture
- Eggs, dairy products or meat with proper state license from the GA Department of Agriculture

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What You Cannot Sell

- No goods which have been previously purchased from another source
- Non edible items (arts & crafts)



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Market Promotion

- Banners & Signs
- Social Media & Website
- Posters – local businesses, hotels, banks
- Farmers Market Yeti
- Shopper Bags
- Stickers
- State tourism website listing
- Farmers market calendar listings
 - GA Grown, GA Organics, Fresh Nation, Local Harvest, Buy Appalachia
- Local listing on Chamber of Commerce calendar
- Local listing on City of Dahlonega calendar
- Weekly announcement in the Dahlonega Nugget



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Food Safety

CLARK MACALLISTER

COUNTY EXTENSION AGENT, AGRICULTURE &
NATURAL RESOURCES
DAWSON & LUMPKIN COUNTIES

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Tips for Selling

KENT WOLFE

CENTER FOR AGRICULTURE AND ECONOMIC
DEVELOPMENT
UNIVERSITY OF GEORGIA

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Selling at Farmers Markets

FACT: 60% of the perception of food quality is based on the environment. What you see, smell & hear directly affects what you will decide to buy.

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1. The more information the better. Prices are the bare minimum.



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Good Signage is Invaluable

- Go beyond the basics
 - include weight, cooking instructions and any other explanations that may be useful (or just plain fun)
- Customers love signs and explanations.
 - You must label everything with a name and a price.
 - Food without prices doesn't sell well. Many people are too shy to ask directly about prices.
- Don't limit your signs to prices – you have much to say.
- Write a description of your farm
- Save your time and help shy customers who will read a sign but won't ask you a question.
- Recipes are the critical- teach folks how to use the product and give them meal ideas.

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2. Sampling

- People love to try things which provides an education opportunity for you.
- Sample different varieties of produce and let the customer pick their favorites.
- Give away new products or varieties just to encourage customers to try unusual or new items.

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3. Suggest Ideas, Know Product, Give Opinions

- Give customers ideas on how to prepare products. Tell them how you like to cook it.
 - People are looking for new dishes. This is especially true with common produce
- Offer dish ideas via recipe cards.
- Nothing is more discouraging to customers than hearing "I don't know what it tastes like or how to prepare it" from a farmers' market worker.
 - All staff—those who work on the farm and those who only sell at farmers markets—should eat the food
 - You must be able to answer objective questions—is this apple sweet or tart, does this onion store well, is this cut of meat good for the grill?

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4. Go the Distance

- No one likes to waste good food.
- If you tell customers how to keep what they buy fresher longer, they won't worry about buying too much.
- For example, make a sign saying:

HOW to KEEP LETTUCE
Wash, spin dry, and wrap it in a *damp* kitchen towel in the fridge for several days.

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5. Choose Quality

- You need to offer something **better, and different** than supermarkets.
 - the sweetest strawberries
 - handmade bread
 - pastry with real butter
 - raw honey
 - fresh eggs
- For processed foods, use **good** ingredients and tell the story - it's handmade, cured properly, or not treated with chemicals.
- Rarity itself can be a virtue. Grow traditional and unusual varieties and breeds.

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6. Participate ALL Season

- Good for the grower and for the market as a whole!
- Especially true for fruit and vegetable farmers.
- It's not worth coming to market only to sell asparagus for three weeks a year.
- To make a good return from markets, you need to have spring, summer and autumn crops.
- Depending on your goals - you may need to change your growing patterns.

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7. Folks Want Variety

- A stand with one product can only hold the attention of customers for only so long – either they want the one thing you have to sell or they don't.
- Sell a variety: many different products, even if you only have small quantities.
- **Customers will stay longer and spend more if you have a variety of products for them to purchase.**

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Where do you think Customers will spend more time?



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8. Rebecca is here to HELP!

- If you have a problem or suggestion, tell the manager.
- Do they have requests from customers for something no producer is supplying?
- Tell the manager about your farm.
- Remember - the manager serves you and represents you to the public.

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9. Quantity & Presentation

- You must restock constantly.
- REMEMBER- The "smallest container" rule
 - 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 half a crate left, find a smaller basket.
- For example, by the end of market you have only a few bell peppers in a quart box or squash in a gallon basket.
 - Customers dislike buying the last of anything—it looks like the dregs.
- Remember- smaller containers project the appearance of abundance.

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10. Competition is GOOD

- A good market has a balance of producers with a balance of produce and prices.
- Every market needs a critical mass of producers or customers won't bother to come. They'll go to the supermarket instead, where they know they can "get everything."
- **The best markets have plenty to offer customers. Therefore, the more the merrier which will attract customers**

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11. Share Your Story

- More than your food, part of the experience for customers is meeting the farmer and learning about their farm.
 - Pictures of crops, animals, processing (say, making cheese), and workers with crops and animals are interesting and charming to non-farmers and bring life to your stand.
- Pictures also reinforce the message that we are all linked to farmland through food.

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12. Attitude is Everything

- Be enthusiastic and friendly.
- Move about the stand.
 - Walk to the front of your stand every 10 minutes for the customer's view.
- Pick up trash (even if it's not yours).
- Portray your opinion of your products.
- Do not be ignorant about products.
- You must give customers a reason to buy.
- Avoid sarcasm, indifference, smoking, music, and the impression "I just work here."
- Do not SMOKE!
 - Against Dahlonega Farmers Market permit and potentially offensive to customers

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Summary of Tips

- Signage is KEY!
 - Create displays that emphasize special products
 - Change displays often and feature different products
- Provide samples
- Talk with customers – share your story, suggest ideas, know the products, give opinions
- Participate in the market ALL season
- Work with Rebecca!
- Pile it high and fill it up
- View competition as an opportunity to improve
- Offer a variety of high-quality products
- Design store for a checkout stand
- **Create a friendly, comfortable atmosphere**

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Remember.....

“People still have money in their pocket when they are leaving, give them every opportunity to spend that money at your stand.”

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Questions?

STICK AROUND:
FARMERS MARKET PERMIT & SPOT
BAGS
STICKERS

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FACEBOOK.COM/DAHLONEGAFARMERSMARKET

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