

WHAT SELLS

Farmers' Market Best Practices

SAMPLING

- SAMPLE, SAMPLE, SAMPLE

PRODUCT PRESENTATION AND DISPLAY

- FARM/VENDOR NAME & DISPLAY
- PRICES DISPLAYED CLEARLY
- PRODUCT PRE-WEIGHED, BUNCHED, PAIRED, PACKAGED FOR CONVENIENCE
- PRODUCT PRESENTATION THAT HIGHLIGHTS VARIETY & ABUNDANCE



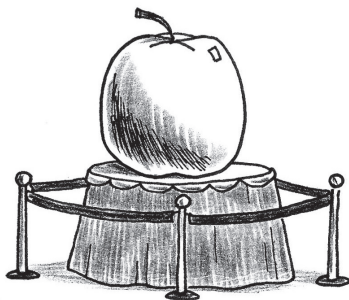
CONNECTION WITH CUSTOMERS

- EYE CONTACT
- GREETING
- ASSISTANCE & SERVICE

VALUE-ADDED EXTRAS

- RECIPES
- HOW-TO-USE
- HOW-TO-STORE
- NUTRITIONAL VALUE

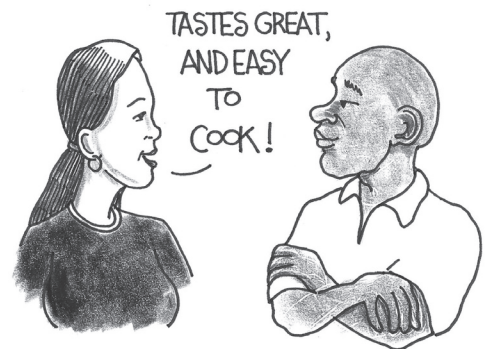
WHAT SELLS MORE



SOMETHING SPECIAL,
SOMETHING FEATURED,
SOMETHING NEW EVERY WEEK



PASSION FOR THE PRODUCT



10-SECOND PRODUCT PITCH
& INVITATION TO BUY

ASAP

Appalachian
Sustainable
Agriculture
Project

©2011 Appalachian Sustainable Agriculture Project

Illustrations by David Cohen