Growing For Market

Barbara Storz, M.S.
Founder and Market Coordinator
Growing Growers Farmers Market
The First Question:

“How to market products?”
Direct Sales

- Direct Sales = Largest Profit Margin for Small Acreage Operations

- Studies show beginning farmers have a 10% greater chance of survival if they sell at farmers market, compared to other retail options.
Farmers Markets
Serve as Business Incubator

Fine Tune Marketing Skills

Learn what customers are looking for

Allow time to identify who you appeal to and focus your own marketing efforts
Farmers Markets

- Provide community exposure – Chefs frequent markets looking for resources
- Learning opportunities – share information with other growers
- Market Advertising
Farmers Markets

- Visit area Markets – talk w/farmers
- Speak with Market Manager
  - Application process?
  - Is it a Year-round Market?
  - Is Everything organic or mix of growing methods?
  - Average sales expected per market?
  - Ask – “What vegetables are needed?”
Farmers Markets

- Track Sales Per Product
  - List What Goes to Market
  - How Much of each Vegetable
  - How Much Goes Home
  - Sold Out Before Close – What Time?
  - $$$ per hour of each product
## Inventory, Jan 20, 3 hr Market

<table>
<thead>
<tr>
<th>Veg</th>
<th>Unit</th>
<th>Brought Back</th>
<th>Sold</th>
<th>Out/Time</th>
<th>Per Hr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kale bun</td>
<td>100</td>
<td>10</td>
<td>90</td>
<td></td>
<td>$30.00</td>
</tr>
<tr>
<td>Carrot bun</td>
<td>75</td>
<td>0</td>
<td>75</td>
<td>10</td>
<td>75.00</td>
</tr>
</tbody>
</table>
Farmers Markets

Knowing “Hot” Sellers Gives Estimate of How to Stagger Planting, so you are harvesting $$$ each week of each vegetable
Farmers Markets

Stand Out – Variety

Caraflex Cabbage

Small Portion Pumpkin
Farmers Markets
Farmers Markets

- Have Individual Signs, Easier for Customers to apply
Farmers Markets

- Bring Only the Best to the Market – Leave Culls for Donation
Farmers Markets

- Be consistent, be there every week!
- Look your best – you ARE part of the display!
- Stand for Market – eye contact w/customers
Farmers Markets

- Avoid Looking at Phone
- Engage with Customers
- Keep Products at Table
- Height - nothing low
- No sunglasses
Farmers Markets

- Display items –
  - Tablecloths, baskets
  - Tiered displays – each

Variety is Special
Farmers Markets

As You Grow
- Identify what sets you apart
  - Organic, non-GMO corn?
  - Heritage Tomatoes
  - Customer Service
  - Freshness

Use in Logo, Business Cards, Marketing:
“K’s Farm, Where Freshness Comes First!”
Farmers Markets

- Get a Facebook Page – Post 2 to 3 x’s/week
- Show pictures of farm, harvest
Farmers Markets

- What are customers asking for?
- Is it something you can grow?
- Ask Market Manager if anyone is growing?
- Check out requirements for crop at
  - aggie-horticulture.tamu.edu, Vegetable Resources
Farmers Markets

- Educational Resources:
  - Regional Research Centers - Weslaco
  - County - Texas A & M AgriLife Extension

- Resources - Website: aggie-horticulture.tamu.edu
  - Videos, Publications
Farmers Markets

Texas Organic Farmers and Gardeners Association
- Annual Conference in February

SAWG – Southern Ag Working Group
- Annual Conference in Southern State in January
Farmers Markets

- Subscribe:
  - “Growing for Market”
  - Newsletter (10/year)
  - Facebook Page
  - growingformarket.com
Thank You

Barbara Storz, M. S.
Founder and Market Coordinator
Growing Growers Farmers Market
(956) 330-6410