

Setting Up Winning Strategies in the Farmer's Market

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Introduction

- **Understanding social and economic interactions in a farmer's market**
- **Design, display, and differentiation**
- **handling and food safety**
- **Recordkeeping and financial analysis**

Understanding Social and Economic Interactions in a Farmer's Market

- Where is the market location?
- Who shops in a farmer's market?
- What are buyers looking for in a farmer's market?



- How do I capitalize and cash on these things?

Food Networks

Relationship
Connection
Exchange

+

Confidence
Trust
Competency

Impact and
Income

Distribution

- Transportation
- Processing
- Storage
- Safety

- Intermediate use
- Consumption
- Waste
- Energy & Natural Resources

Production

Use

Food Systems

Design, Display, and Differentiation

**Competitors
Customers**

Need to know

- **Preference**
- **Culture**
- **Income**
- **Family**



Availability

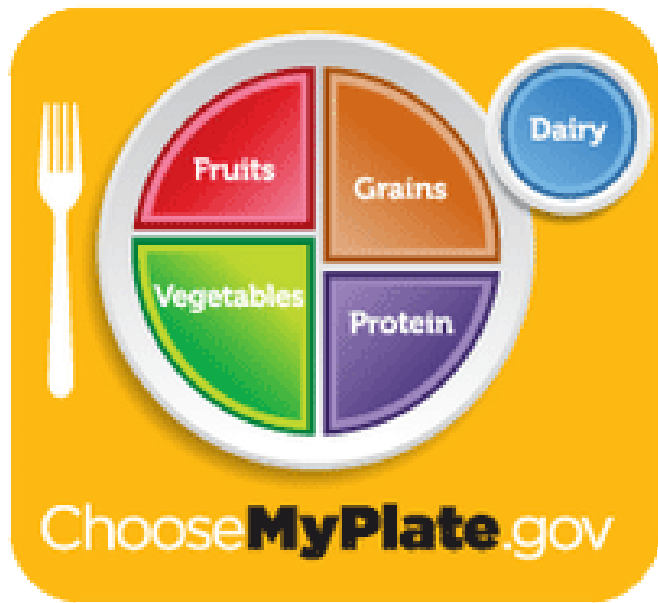
Affordability

Accessibility

Accountability



Happy and positive
Welcome comments
Be patient
Be strategic
Be diplomatic
Tell your story



Use research-based messages

https://www.choosemyplate.gov/myplate-message-toolkit-professionals?utm_content=&utm_medium=email&utm_name=&utm_source=govdelivery&utm_term=

Creative Strategies

- **Work with other farmers and partners**
 - Treat competitors as friends, not enemies
 - Focus on win-win-win attitude
 - Tell a compelling story!

Are we all selling the same things?
Can we differentiate our products?
Is it really bad to stay between large producers?
What makes me and my products special?
Are we setting the same prices? Do we need to?
Can we do something to attract attention?
Can our customers count on us?



Let's teach people something new!
Let's cook!
Let's help each other!
Let's celebrate together!
Let's get to our buyers before they know us!

Handling

- **C**lear and clean storage bins
- **A**ccessible and well-assembled format
- **R**e-usable containers and materials
- **E**ffective labels and easy-to-identify words and pictures

Food Safety

- **C**lean gloves
- **A**bundant towels and hand sanitizer
- **R**easonable and reliable samples
- **E**ducating buyers

Recordkeeping

- **Keep a consistent record of everything**
 - Planning
 - Planting
 - Practices - field, employee (full-time, part-time, family)
 - Harvest, loss, and waste
- **Calculate your price, cost, and profit margin carefully**
- **Design a price level that is reasonable and competitive (who are your competitors?)**
- **Include, story, quality, and service in your price**
- **Be reasonable**













Swiss Chard
\$3.50
2 lb

Long Stem
\$3.50
2 lb

Red Russian
Kale
\$3.50
2 lb

Red Potatoes
\$2.00
2 pound

Russet Potatoes
\$2.00
2 pound

Red Yukon
Gold Potatoes
\$2.00
2 pound

Rhubarb
\$2.00
2 lb

Ray The Fish Guy

- WILD & FRESH CAUGHT
- HADDOCK #13.99 LB
 - COD #12.99 LB
 - STUFFED QUAHOGS #9.99 EA
 - STRIPER FILLETS #17.99 LB
 - TUNA #16.99 LB
 - SHRIMP #19.99 LB
 - SWORDFISH #17.99 LB
 - SALMON #17.99 LB
 - SEASCALLOPS #21.99 LB
 - RED SNAPPER #16.99 LB
 - FRESH BLUE FISH #9.99 LB

Can Caught... Always Fresh, Fast and Affordable
raythefishguy.com facebook.com/raythefishguy
rayfishguy@yahoo.com
DELIVERY AVAILABLE!!



Ray The Fish Guy
FRESH - BEST PRICE





ART±BIO COLLABORATIVE
CAMBRIDGE SCIENCE FESTIVAL

ZEBRAFISH (Danio rerio)
A Model Organism for Scientific Research

HERBAL SANDWICHES - SALADS

Field Lyceum
place for small gatherings

FINE DINING

At home

GILSON'S LYCEUM
gilsonslyceum.com

f i t p

Hungry?

SQUEEZE

SANDWICHES

TOMATOES

TOMATOES

TOMATOES

TOMATOES

TOMATOES