

## “Increasing Your Sales At Farmers’ Markets” – Ellen Polishuk

### INCREASING YOUR SALES @ FARMERS' MARKETS!

- Ellen Polishuk  
BreakOut #1A








- Louden Co.
- WASHINGTON DC AREA
  - S-CORP / 3 OWNERS
  - \$1.1 Million 2013

VEGETABLES 10 ACRES  
CULINARY HERBS 1/2 ACRE  
1/2 10 ACRES in "VACATION" ROTATION



GREENHOUSE SEEDLINGS

~~CUT FLOWERS SWEET CORN~~

- FUN!
- Make a living/retirement 
- No/Low   Pay Cash
-  We LIKE People!  We LIKE Labor!
- Keep investing in Capital assets
- Machines are cool!!

CSA 500 members

No wholesale  
No Pick Your Own  
No agritainment

INCREASING SALES VS INCREASING PROFITS

• We sold out carrots early... should grow more! 

• We are losing \$1/bunch - loss leader... no more for sure!!

SELL MORE THINGS DIVERSITY → The Plank Story

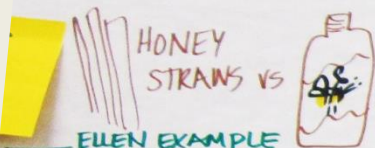
SELL @ HIGHER PRICES

SELL MORE OF EACH THING

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A) SELL MORE THINGS (DIVERSITY)

ONIONS POTATOES BROCCOLI LOSSLEADER? for TRAFFIC? CHALLENGE YOUR ASSUMPTIONS! OR THE MARKET NEEDS MORE DIVERSITY



ELLEN EXAMPLE

PLANCK STORY – 10 VEGETABLES (ONLY!)

PICKLERS → 5 varieties Cucumbers → 5 kinds of peppers ENGLISH SLICERS RARE

“People don’t shop for a quarter” – Ellen a little shift = \$\$\$

B) SELL @ HIGHER PRICES ...

BUNCH OF CHARD \$1.50 = \$50 one quarter ↑ \$1.75 = \$75 +\$25 GROSS PROFITS ↑ \$2.00 = \$100 +\$50

NOT DOING BECAUSE DON’T WANT QUARTERS!

C) SELL MORE OF EACH THING

Diagram showing various display techniques: TABLECLOTHS (Structure, aesthetics, color matters, wash them, tiered display), STACKED DISPLAY, COLOR! (EYE-POPPING + DEPARTMENT!), PRE-BAGGING STRUGGLE (Not selling plastic bags? SOLUTION BOTH: NAKED + BEAUTY, BAGGED ready to go), BLACK CRATE "HIGH & TIGHT" TILTED SO CAN SEE IT ALL!, FEATURE TABLE - Canborro Farmer = FUN (REQUIRES ATTENTION + VARIETY!), ILLUSION OF BOUNTY - downsize the baskets as market goes

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**PRE-BOXING**  $\frac{3}{4}$  of 1 lb. = \$4 or \$5/lb pickown

- need to be ready so pre-weigh @ home => fast service
- works where little space for employees to box
- Box small potatoes "littles" to get rid/cull

shallots vs. sell 2 ☺

**PEOPLE** OK if friend looking, sound like they love it! \$5 make your own

- SOUP BOX**
- SALSA BOX**
- STEW BOX**

WHOLE vs 1/2 = more

**RECIPES** - careful paper blown

**People Flow** -> GARLIC for impulse with tomatoes

**METHODS**

- SCALE** \$400 vs ELECTRONIC SCALE
- APRON** - deep pockets
- Quarter dish ☺ go ahead - steal these ☺

**TASTING** - sweet peppers that look hot but not tomato ☺

**SAMPLING** - with them

**SIGNS** - Must look GREAT!

- hire someone
- laminate them!

**PRICING**

- ounces vs. lbs
- loss leader (difference farmers vs. grocery stores ... they know them! ☺)
- OK to come down to REWARD for eating a lot!
- change in quality -> give it away vs. train to come at the end

**GIVE YOURSELF ROOM**

Electric Conduit w/ TARP

**TARP NOT TENT**

- No more easy-ups ☺
- No poles in center

**DEPARTMENTS**

FRUITS, ROOTS, LEAVES

**LINE**

- send staff out to form a line ☺
- Have a seller & a talker

**CONFRONT THEM**: Stack 'em high! Watch them fly!

- put Swiss chard in 3 diff. departments

**Have a NEW feature each week** -> just like grocers!

**YOU ARE REPLACEABLE**

- > train & let it go
- & SEND GREAT FOOD TO SELL

How much to tell ☺? Cherokee Purple vs. Silver Queen vs. HEIRLOOM or similar ☺

KALEPINI (winter moment)

MOVE THE TRUCK

Fun! Have you tried these...

WILLING TO PAY FOR CONVENIENCE