



Policy Updates: Terry Camp, UFBF



Farmland Conservation: Jeremy Christensen, UDAF



Market Rules: Adelaide Corey-Disch, UFBF

## 2025 FARMERS MARKET ORIENTATION

## RULES & REGULATIONS



TIMING OF SET UP & BREAKDOWN



WHAT TO BRING AND WHY



NUTRITION INCENTIVE PROGRAMS

TIMING
MURRAY: JULY 25OCTOBER 25
SOUTH JORDAN:
AUGUST 2-OCTOBER
11

Market Times: 8:00 AM- 1:00 PM

Set-Up: 7:00-7:45 AM

Breakdown: 1:00 PM- 2:00 PM

We ask all vendors to stay for the entire market (8-1).

Why do we do this?

- **-Safety;** when cars and trucks start leaving an active pedestrian space, it is dangerous
- -Courtesy to other vendors (once vendors start packing up, market goers receive the signal that it is shutting down)
- **-Reliability-** if we advertise our hours, customers expect that our vendors will be open for the stated times.

## **SUPPLIES**

## 10x10 canopy

**Tent weights** (50 lb/ leg): unsecured tents= dangerous weapons

Tables or other risers: Food must be 6 inches off of the ground

Signage: Customers need to find you! Prices help accessibility

Sanitation: If you are sampling, you MUST have a sink

## SUPPLIES: PREPARED FOOD SPECIFIC

**Permits:** Display your SLC Dept of Health permit (if selling ready-to-eat food)

**Generator:** Murray has no electricity available, and all vendors must bring their own generator that is less than 65 decibels.

**Fire extinguisher:** Vendors cooking onsite must have fire retardant tents and a fire extinguisher. In Murray the fire department does NOT allow open flame cooking (like with a charcoal grill)

## **NUTRITION INCENTIVE PROGRAMS:**

SNAP	SNAP: Supplemental Nutrition Assisitance Program (brown tokens), can be accepted for any food item except for READY TO EAT
Double Up	DUFB: Double Up Food Bucks (green tokens), can ONLY be accepted for fresh fruits, vegetables, or edible plants
SFMNP	SFMNP: Senior Farmers Market Nutrition Program (paper coupons) Can be accepted for fruits & vegetables as well as honey
POP	POP: Power of Produce, the murray kids program. Can only be used for fruits and vegetables.

# FARMERS MARKET BOOTH: TIPS & TRICKS TO INCREASE SALES

Adelaide Corey-Disch, Utah Farm Bureau Federation



## INTRODUCTION









UNDERSTANDING YOUR MARKET

BOOTH DESIGN FUNDAMENTALS

PRODUCT PRESENTATION







CREATING A
MEMORABLE CUSTOMER
EXPERIENCE

IMPLEMENTATION AND ITERATION

CONCLUSION AND Q&A



UNDERSTANDING YOUR MARKET

Assess

Assess your competition

Define

Define your unique selling proposition

Know

customers & their expectations



## **Utah Farmers Markets:**

**Statewide Social and Economic Impacts** 

Bryn Watkins, Jaclyn Pace, Steven Price, and Roslynn McCann

Utah is home to over 45 markets where local farmers and artisans sell their homegrown food and homemade wares. These markets gather community, stimulate regional commerce, champion nutrition for Utahns from all backgrounds, and most of all, create a home for local agriculture to flourish.

The Utah Farmers Market Network (UFMN) supports local agriculture in Utah by promoting farmers markets and supporting increased capacity through communication, collaboration, technical assistance, and professional development. For the second consecutive market season. the UFMN researchers surveyed customers and vendors roughly once a month, from June through October 2024. at six key markets across the state (see box at right).

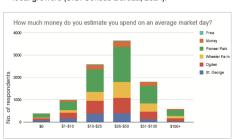
#### WHAT DID WE LEARN IN 2024?

#### Traveling for Fresh Food

Most customers visit farmers markets to buy fresh and local groceries, but many others see farmers markets as a tourist destination. Survey respondents visiting from across the country or globe valued farmers markets enough to prioritize shopping at the market over other local activities.

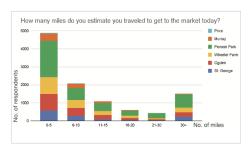
#### Spending for Fresh Food

Customers generally spend \$26-\$50 at the farmers market. redirecting roughly 20% of their weekly grocery budget to local growers (U.S. Census Bureau, 2024).



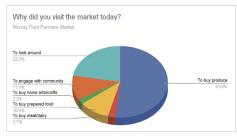
#### **Key Utah Farmers Markets**

- 1. Farmers Market Ogden
- 2. Downtown Salt Lake City Farmers Market
- 3. Wheeler Farm Farmers Market (Murray)
- 4. Murray Park Farmers Market
- 5. Carbon and Emery Farmers Market (Price)
- 6. Downtown Farmers Market (St. George)

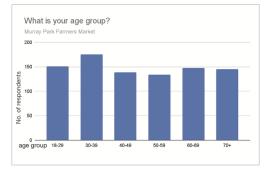


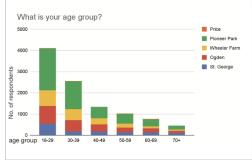
#### Customer Ages and Motivations

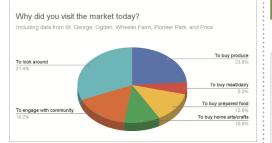
Markets that prioritize farmers, such as the Murray Park Farmers Market, draw a greater diversity between generations.



Extension **UtahState**University At other markets, many younger people valued the ambience or "vibes" of the farmers market atmosphere, frequently coming just to be with their community, try local food, and look around.







#### Statewide Social, Fiscal, and Farmer Impacts

By averaging the spending across all markets during the summer season, customers spent between an estimated \$3.46 to \$7.09 million at these six markets alone. Statewide, the commerce generated by all 40 network markets would be much higher.

The data show that farmers markets play a crucial role in:

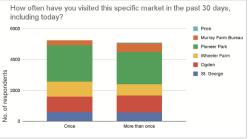
- · Building local economies.
- Fostering intergenerational. multicultural community.
- · Proudly supporting Utah's

With more robust financial support, they could achieve greater impacts. Contribute to the Utah Farmers Market Network by becoming a member at:

utahfarmersmarketnetwork.org/membership.

#### **Customer Numbers**

Across the state, markets routinely attracted as many new customers every month as repeat customers.



Customer foot traffic peaked in June and July, with over 15.000 visitors between 7 a.m. and 3 p.m. to the Farmers Market in Ogden and almost 11,000 between 8 a.m. and 2 p.m. at the Downtown Salt Lake City Farmers Market.

#### Scan to sign up for membership



#### Scan to pay membership fee



#### REFERENCES

U.S. Census Bureau. (2024). Household pulse survey data tables. USA.gov. Retrieved November 18, 2024, from https://www.census.gov/programs-surveys/household-pulse-survey/data/tables.html#cycle4.0

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## BOOTH DESIGN FUNDAMENTALS



#### Create an effective booth layout

Traffic flow considerations

Accessibility for all customers

Product visibility principles



#### **Product Presentation**

Color theory and psychology
Creating focal points and visual
hierarchy

Effective signage design and placement



#### **Consider the Weather**

Protection from sun, rain, and wind

Maintaining product quality in various

conditions

Seasonal adaptations for your booth

## BOOTH LAYOUT 1

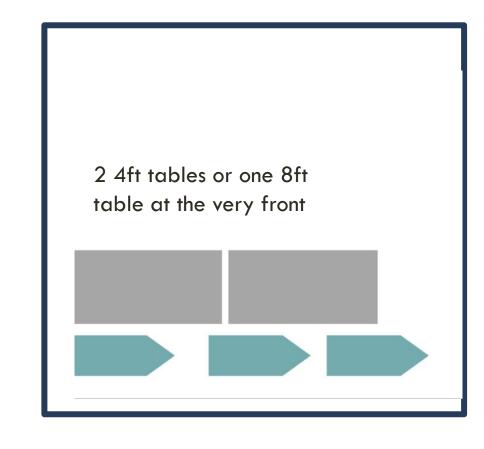
The most common booth layout



Typical booth design for a 10 ft canopy

Traffic passes by quickly

Pedestrians & customers are not protected from the weather



## **EXAMPLE LAYOUT 2**

For one 10 ft canopy

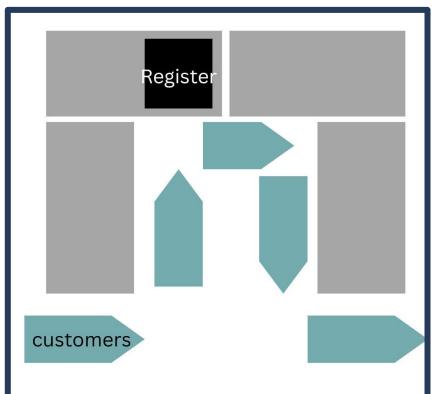
Improved booth design for a 10 ft canopy

Traffic can move within the space

Customers are protected from sun & rain

Increased time spent in front of product





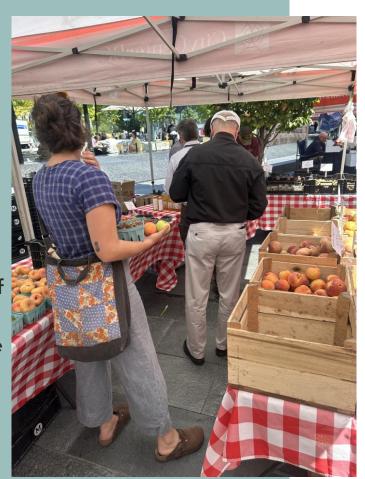
## **EXAMPLE LAYOUT 3**

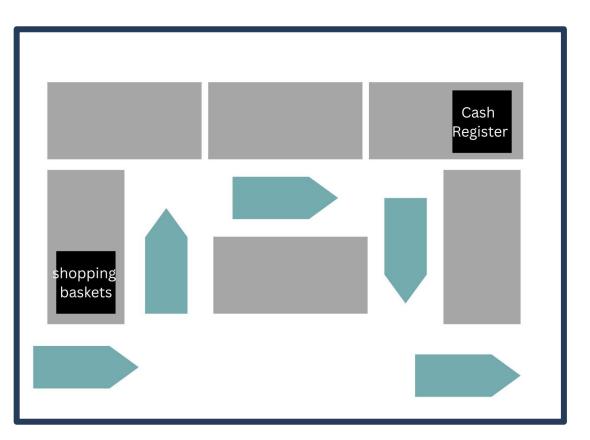
For two 10 ft canopies

Improved booth design for a larger space

Traffic can move within the space, naturally forming a line for check-out

Increased time in front of product, but can still be managed by 1-2 people





PRODUCT PRESENTATION: THE 4 P'S OF MERCHANDISING

Product

Placement

Pricing

Promotion

## **PRODUCT**







Tell the story of your product

Products are clean and well organized

Bring right amount of product for market





Display the right amount

Keep it looking good all market day









## **PLACEMENT**

- Create abundance stack it high and watch it fly!
- Using height and levels effectively- 'eye level is buy level'
- Consider container and packaging choices
- Place complimentary products side-by-side
- Create a comfortable shopping environment

TIP: Stack boxes to raise merchandise, but make sure they are weighted!



## WHICH ONE?





## WHICH ONE?





Multiple packaging options

Unique booth &easy signage ideas!



## ADDITIONAL EXAMPLES

Example of booth design & layout



## **PRICING**

- Understanding your own margins and pricing appropriately
- Create clear, visible pricing labels
- Use value perception techniques
- Use bundle and volume pricing options

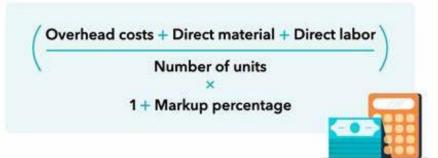
#### Resources:

 $\underline{\text{https://thegrocerystoreguy.com/how-to-calculate-markup-and-margin-for-retail/}}$ 

https://extension.psu.edu/effective-pricing-methods-for-produce-at-farmers-markets



## **Cost-plus pricing formula**





## CREATING A MEMORABLE CUSTOMER EXPERIENCE

#### Engagement

- Greeting customers: The 10-4 rule
- Sharing knowledge and passion
- Building relationships

#### Sensory

- Visual appeal
- Incorporating sounds and scents (samples)
- Tactile opportunities

### Technology

- Payment options
- Social media
- Email list
- Create a QR code to join your newsletter or follow on social media



## IMPLEMENTATION AND ITERATION

#### **Booth Improvement Plan**

- Prioritize investments
- DIY vs. professional
- Sustainable and reusable display solutions

#### **Evaluate Booth Performance**

- Track key metrics (sales, conversion, foot traffic)
- Collect customer feedback
- A/B testing different approaches

#### Continuous Improvement Cycle

- Seasonal refreshes and updates
- Keeping up with trends and consumer preferences

# EXAMPLE BOOTH IMPROVEMENT PLAN

Current Performance & Challenges:	\$487 daily sales
	18% conversion rate
	28% leftovers
	Morning traffic slow
	Customer congestion at peak times
Improvement Targets:	Increase daily sales to \$600 (+23%)
	Boost conversion rate to 25%
	Reduce leftovers to <15%
Key Action Steps:	Display: Three-tier system, professional signage, photo spot
	Product: Bundle slow items, sample station, pre-order system
	Customer: Digital payments, loyalty program, daily demos
	Operations: Dual service points, color-coded inventory
Results:	Investment: \$615 one-time + \$145/week ongoing costs
	Timeline: 5-week implementation with weekly measurement
	ROI: Investment recouped within 5 weeks



## EVALUATING BOOTH PERFORMANCE

## Key Performance Indicators (KPIs)

#### **Sales Metrics**

- Total revenue, average transaction value, profit margins
- Conversion rate (browsers vs. buyers)
- Product category performance

#### **Customer Engagement**

- Foot traffic and booth visitor counts
- Return customer rate
- Customer feedback and social media mentions

#### **Operational Efficiency**

- Setup/breakdown time
- Inventory turnover and waste percentage
- Labor costs vs. revenue

## CONCLUSION









Creating a Memorable Customer Experience

Implementation and Iteration

Questions?

## ADDITIONAL TIPS & OPEN DISCUSSION



- Talk to your market manager to find out which booths see the most success and why.
- Use fonts that are easy to read
- Begin to promote your booth (social media, newsletters, etc) before the market, promote during (stories are great), and showcase your experience when its over.
- Use the location tags in your posts to get into the geography algorithm.
- Samples sell! Long term memory retention with senses/emotions.

## ADDITIONAL RESOURCES

Customer service training, staff training: Zingermans

https://www.zingtrain.com/webinar/setting-seasonal-employees-up-to-give-great-service/

Marketing guides, product pricing factsheets, etc: <a href="https://drive.google.com/drive/folders/1SDzcuQn9dwOqlOjOarH8NuZJJYRCLq\_C?usp=sharing">https://drive.google.com/drive/folders/1SDzcuQn9dwOqlOjOarH8NuZJJYRCLq\_C?usp=sharing</a>