

Rachel Painter, Extension Specialist, Center for Profitable Agriculture

Many farmers begin direct marketing at farmers markets. The United States Department of Agriculture (USDA) defines a farmers market as, “a common area where several farmers gather on a recurring basis to sell a variety of fresh fruits, vegetables, and other farm products directly to consumers.” Vendors should consider the marketing tactics and tips below regarding effective displays and excellent customer service strategies to increase sales at farmers markets.

Tennessee Farm
Nashville, TN

Share the farm name and location - city name or how far away the products were produced.

Go vertical. Build up products to eye-level.

Display prices visibly.

Keep products stocked and containers full to show abundance.

Provide samples if allowed.

Use a single-color or plain tablecloth to make the products pop. Colors that mimic nature are best.

- Smile and stand or sit in a tall chair at eye-level.
- Wear branded apparel such as a farm shirt or apron.
- Send the same person to the market each week.
- Introduce yourself and engage in conversation. Customers come to markets to build connections.
- Remember return customers and greet them when within 15 feet.
- Be prepared to share production methods and food preparation or recipe ideas.

Get to Know Us!

SCAN ME

Follow

Invite people to learn more about your farm story by visiting websites and social media pages.

Additional Resources

UT Center for Profitable Agriculture | cpa.tennessee.edu



"A Guide for Developing a Farmers Market in Tennessee", PB 1918

tiny.utk.edu/FM



Farmers Market Vendor Bootcamp Training Videos

tiny.utk.edu/FMvendorvideos



Tennessee Market Highlights Price Reports

tiny.utk.edu/FMprices



UTIA.TENNESSEE.EDU

Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development. University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating. UT Extension provides equal opportunities in programs and employment.