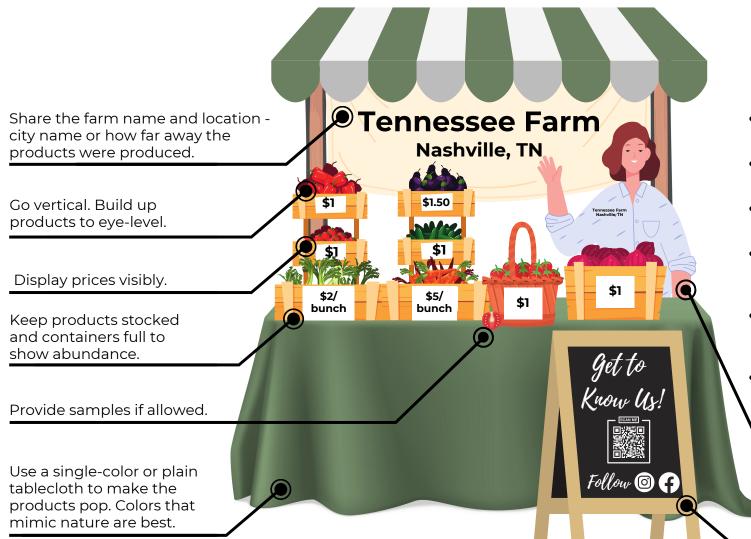
Connecting with Customers at Farmers Markets

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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.



- 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.

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



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