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Marketing the
Farmers' Market



What do we need?

Full shopping bags!
Empty Trucks!

- ✓ **Customers**
- ✓ **Vendors**
- ✓ **Identity**
- ✓ **Pull**

Market Planning Adds Value

- ✓ **Define** the target customer
- ✓ **Understand** customer needs/interests
- ✓ **Identify** vendor opportunity
- ✓ **Position** the Farmers Market and the vendor businesses within it
- ✓ **Make** the Farmers Market/Customer **Connection**

Marketing...

- ✓ **Skill:** an ability to communicate and convert the connection between customer and offering into a sale
- ✓ **Plan:** orchestrated activities, publicity, public relations, materials, look
- ✓ **Customer focused:** a way of thinking and acting

Ten tips for marketing success

- ✓ Teamwork
- ✓ Plan
- ✓ Connect
- ✓ Experience
- ✓ Target
- ✓ Brag
- ✓ Creativity
- ✓ Service
- ✓ Focus
- ✓ Communicate

Marketing Basics

A red paper shopping bag with white handles is centered against a green background. The bag is open at the top, and the handles are visible. The text 'Marketing Basics' is written in yellow on the bag. Below the title, a list of four marketing mix elements is also written in yellow, each preceded by a checkmark.

✓ **Product**

✓ **Place**

✓ **Price**

✓ **Promotion**

The Marketing Plan Outlines:

- ✓ Marketing goals
- ✓ Strategy
- ✓ Implementation
- ✓ Roles and responsibilities

Market Planning: Make a 'product' 'market' match

- ✓ Who is our target market (customer)?
- ✓ What are we marketing?
- ✓ How do our services & products match the needs of our customer?
- ✓ How will our customer know we have what they need, what they want?

Target Market



- ✓ Who are our customers?
- ✓ Where do these buyers live/work?
- ✓ How are they alike and different?
- ✓ Why do they (should they) want to shop our Farmers Market?

Why do these customers shop our Market?

- ✓ What are the reasons?
- ✓ How often do they shop the Market?
- ✓ What do they tell their friends?
- ✓ What are they looking for? Why?
- ✓ What more could we offer?
- ✓ What is important to them? Why?
- ✓ What can we do better?

Customer Research Strategies

- ✓ Published research
- ✓ Focus groups
- ✓ Interviews
- ✓ Surveys - mail, telephone and on-site
- ✓ Rapid Market Assessment

Focus Groups

- ✓ Six to nine people
- ✓ Respond to and discuss issues and concerns
- ✓ Typically last about two hours
- ✓ Run by a moderator and recorded
- ✓ Transcription and analysis
- ✓ \$\$\$\$ and expertise

Brief On-site Interviews

Advantages:

- ✓ Can use volunteers
- ✓ Build relationships
- ✓ Get actionable information

Brief On-site Interviews

A red paper shopping bag with a white handle, set against a dark green background. The bag is the central focus of the slide, and the text is overlaid on it.

Disadvantages:

- ✓ Respondents self-select
- ✓ Not scientific, can't project
- ✓ Do not give in-depth information

In-depth Interviews



- ✓ One on One
- ✓ Individual versus group concerns
- ✓ Reveal different experiences and attitudes
- ✓ Easier than Focus Groups
- ✓ Provide detail



Surveys

- ✓ Mail
- ✓ Telephone
- ✓ In-person
- ✓ Internet

Develop Questionnaire

- ✓ Use survey goal to evaluate questions
- ✓ Format: combine closed and open questions; look ahead to data entry and analysis
- ✓ Check for and avoid leading questions
- ✓ Create a smooth flow of topics
- ✓ Start with warm-up questions
- ✓ Close with demographic queries

Pretest Questionnaire

- ✓ Clarity
- ✓ Usefulness
- ✓ Acceptability
- ✓ Time
- ✓ Adjust questions
- ✓ Evaluate ease/accuracy of collecting and entering data
- ✓ Test data entry and database

Rapid Market Assessment



- ✓ Customer Counts
- ✓ Dot Surveys/Posters
- ✓ Market Observations

Get help! Take action!

Check out

- ✓ Cooperative Extension
- ✓ Small Business Development Consultants
- ✓ Marketing Agencies
- ✓ College students/interns

Use what you've learned



What is our 'product'?

- ✓ What benefits do we provide?
- ✓ What do we need to effectively offer our 'product' (facilities, staff, rules, etc.)?

Market Positioning: How are we perceived?

- ✓ Determine how the Farmers' Market is perceived by the customer
- ✓ Tie together information about your product, your Market, your competition, your customer
- ✓ Think about your product from the perspective of your customer and that of your competition



What need does our Market fill?

- ✓ What benefits does our Market offer?
- ✓ What is our competition offering?
- ✓ How is our Market the same and different?
- ✓ To what needs or values are they appealing?
- ✓ To what needs and values do we appeal?
- ✓ How can we appeal to those values better than anyone else?

Check out the Competition



- ✓ Sells similar products/services to our target customers

Or...

- ✓ Could sell similar products/services to our customers

Make the Market to Customer Connection: Communication

- ✓ Determine the most effective means of communicating with your target market
- ✓ Keep your budget in mind
- ✓ Consider informal channels, i.e., Signage, online, direct mail, and posters; presentations at places frequented by your market: schools, businesses, senior citizen centers, etc.
- ✓ Stay on Message!

Make the Market to Customer Connection: Message

Connect - make sure customers do not have to work hard to understand your message and materials

Concise - deliver your message as directly as possible

Clear - deliver one core message

Consistent - make sure everyone associated with the Market delivers the same message

What will it take to sustain customer connections?

- ✓ What mix of personal selling, advertising, promotional, PR and other activities?
- ✓ How does the appearance and style of our Market reinforce our message?
- ✓ Who is responsible for doing what, when?
- ✓ What are our marketing costs?
- ✓ How will we pay those costs?
- ✓ With whom can we partner?

What did the research and analysis tell you?

- ✓ Market Target
- ✓ Product
- ✓ Market position
- ✓ Market/customer connection
- ✓ Marketing goals, strategy, tasks and responsibilities



Next Steps

- ✓ The marketing plan is a key part of your business plan
- ✓ And a business plan is key to financing, community support, partnerships and success

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For more information, go to www.cdi.coop