

Selling Your Products – Level I



Tips to Attract Customers





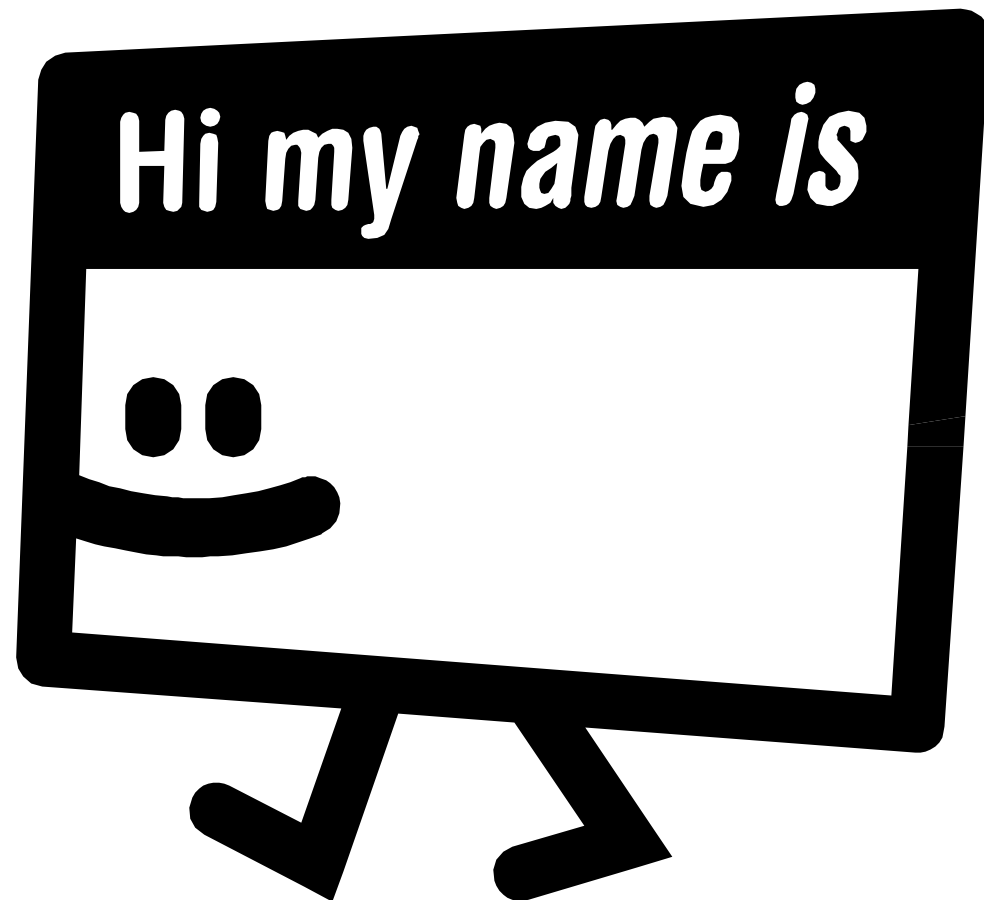
How do you attract customers?

Ask yourself: “How are **my** products different from others?”
“What can I do to attract customers?”

Wear a name tag

- ❖ Customers can tell friends who's selling the beautiful Russian red kale and where
- ❖ Customers are increasingly interested in knowing their farmers

Why wear a name tag?



How are your products arranged?

- Signs clearly visible
- Contrast colors



Educating your customers

Customers may need to be educated about your products

❖ Farmers' Market customers

❖ Professional chefs

❖ Grocery store produce managers



Describe your products

What to include
on the product
sign

1. Name of product
2. Graphic
3. Product characteristic
4. Product price

Long Beans

*Cook just like regular
green beans*

*Rich in Vitamin A,
Vitamin C, Protein
and Iron*

\$1.00 per bunch



Feature a new vegetable each week

Vegetable to Know!

DAIKON

*Pickle daikon with
carrots for a crispy treat*

Nutritional value:

- Very high in dietary fiber
- High in magnesium
- Very high in potassium
- Very high in vitamin C



\$3.00 per bunch – two for \$5.00

Give them something to take home

Information –
recipe cards

- ❖ Name of vegetable (English and traditional name, if possible)

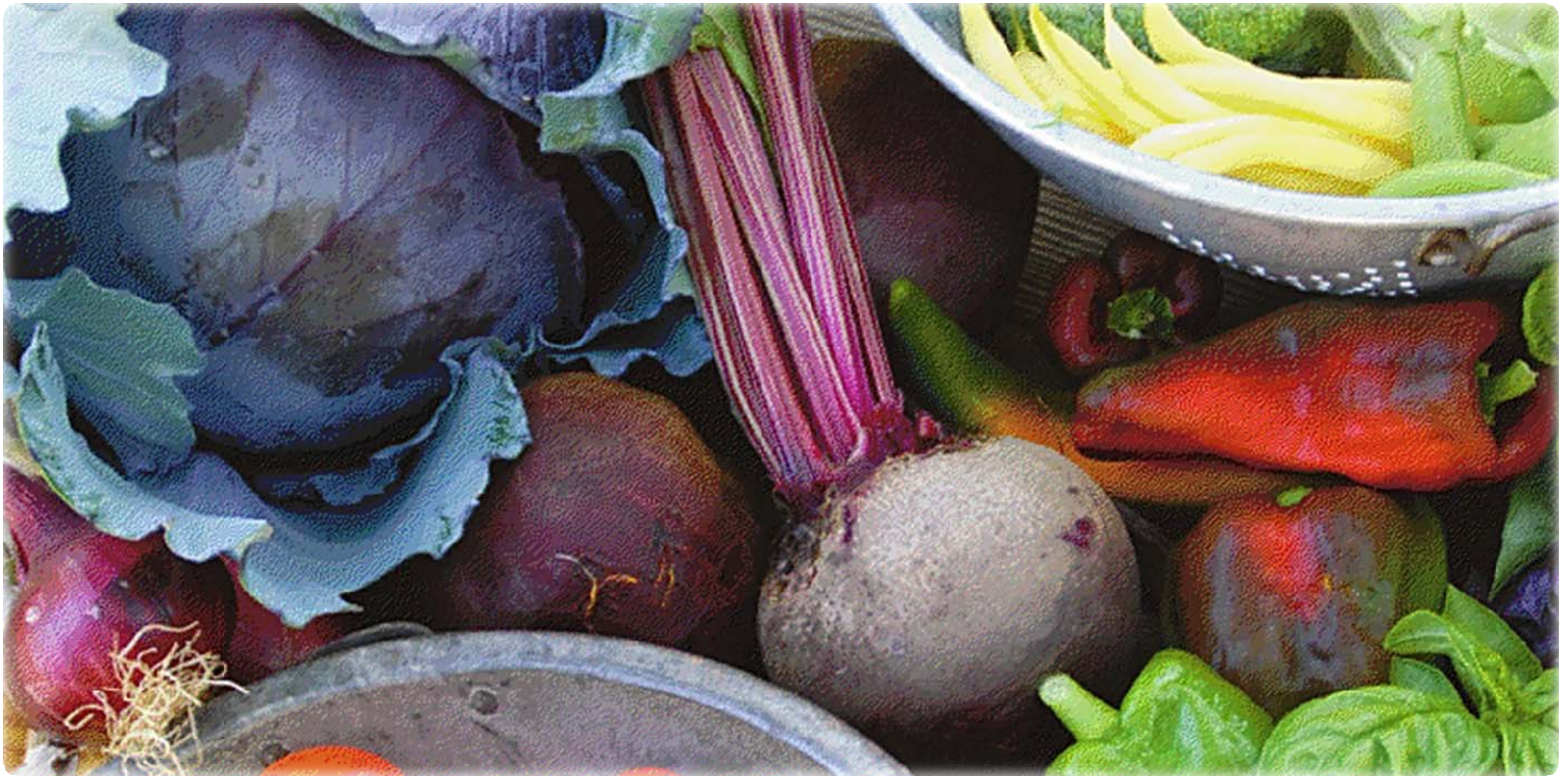
- ❖ Description

- ❖ How to store the product and how soon it should be eaten

- ❖ Recipe featuring the vegetable

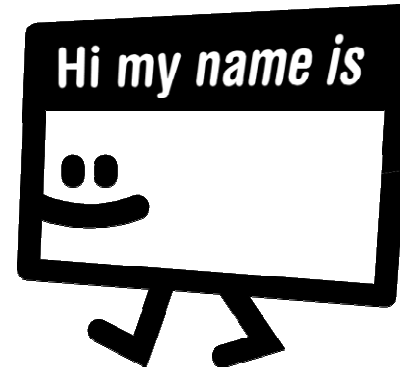
- Product Description and Recipe cards





Summary

- Distinguish yourself
 - Name tag
 - How is your stall/produce arranged?
- Educate your customer
 - Signs
 - Product to know
 - Recipe cards to take home



Take pride in what you grow! You've worked hard and are helping others to eat healthy food.



What's Next?

What ideas do you have to attract customers?

What topics would you like in future training sessions?

Thank you for your kind attention!

Selling Your Products* – Level I

By Theresa Heiland
Local Food Coordinator
November 17, 2011

With special thanks to:

Hli Xyooj, Staff Attorney and Hmong Outreach Coordinator, *Farmers' Legal Action Group*

Chianeng Thao, Farm Educator, and
Pao Lee Yang, Assistant Farm Educator,
Association for the Advancement of Hmong Women in Minnesota

The Minnesota Project thanks the **Saint Paul Foundation** for their generous support.

*Materials adapted from
Plan for Marketing Your Organic Products
by Susan Smalley, Michigan State University,
October, 2011

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