

Workshop Title: Farmer's Markets as a Powerful Advertising Tool

Speaker & their title: Michelle Wolff, Whole Green Heart

Executive Summary

Take time to think about solo entrepreneurs and their place at the market table. Tables at the market need to be rented out. Time is needed to put this together and include others in the market selling venue. This is a new concept. Teach people how to sell at the market, how to promote themselves and inform them of 'Things to know'.

Notes

Slides

I see a gap...let's work together to solve this.

Solo entrepreneurs need a space at the market so include them. It fits for lots of reasons (i.e. lawn care, alternative health care). There are many benefits to other vendors as they can model good business skills.

Teach them how to be vendors...how to promote themselves effectively.

B-school: How to do "tradeshow-like" tables at farmer's markets is coming.

A few things they should know; teach them. Leave people with a sense of what you are about and not just the name of your business. A suggestion on how we get people's email is to offer an incentive. In so doing, give them a rack card, and a raffle ticket, (\$20.00 of market money) and they can tick off if they want more info from you. Your goal is to leave people with a feeling of warmth and friendliness and you leave with a basket of emails. What have you done at the market so that sales come after the market? Convert people into customers. Did you know that 10-20% are ready to buy what you have to offer? Do not assume otherwise.

Existing Vendors

If you are already selling, consider moving to education. We don't value what we know or value enough sharing it with others. We pay less for food than education. Adding service (e.g. herbal workshops or cooking advice) is about giving inside information and this will impact your sales positively. They come to your workshop and fall in love with you and go home.

Brainstorm sheets are great for transforming – not so much the logistics and the details but more about self-confidence, self worth, what you believe you have to offer and will people pay for it. We are our own worst critics...service offerings.

Advertising Tips

Theresa Richards 12/27/88 6:10 AM

Comment: Again, we don't have her slides...

Theresa Richards 12/27/88 6:28 AM

Comment: Could you explain what the gap is?

Theresa Richards 12/27/88 6:40 AM

Comment: Safe to say she is speaking about "non-farmers" here? Think it would be valuable to state that.

Theresa Richards 12/27/88 6:44 AM

Comment: These two sentences seem to be contradictory...could you make this flow in a way that makes more sense?

Theresa Richards 12/27/88 6:32 AM

Comment: Business school?

Theresa Richards 12/27/88 6:60 AM

Comment: Brainstorming what? On advertising ideas? Please try to link this paragraph with the previous one and explain the concept of "service offerings" more.

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- Studio tours of other artists organized by you, an artist.
- Tell your story and give out business cards every week at the market.
- Set promotion goals.

Q & A

Q. Have you seen this in action with local businesses?

A. This is a different vision...and incorporated into the market? I am not seeing that.

Theresa Richards 12/27/88 7:00 AM

Comment: What?

Discussion:

Acadia Centre for Business Entrepreneurs came to the Lunenburg Market to promote their Centre and showcased a business they have helped grow – great idea!

Ashley in Tantallion suggested a local yoga studio came to the market and promoted with an event for children. They brought a positive vibe to the market.

Kentville: A photographer new to the area found a great way to engage with vendors. Chose a question each week (e.g. What brings you comfort?) and wrote answers on a chalk board. Posted pictures on Facebook, tagging individuals.

Q. For example herbal business...tell people about workshops.... especially to your core group of customers. Vendors need great customer service so grow your business by 10-15% today..we need to do a better job selling. Did you know, 80% of your revenue is made from 20% of the shoppers.Your ideal customers...they will take sample products and buy from you. « I had a core group and made sure they always had up to date information. You need an email, online communication. Every vendor should have sign up sheets to gather more information from customers. It is not just a place to sell today so capture customer information...via SocialMedia or emails. Send them news about your business, your family etc. so as to foster the relationships you are making. Building and promoting your service offerings is essential.

Comment. think it through with the market managers...they will have to drive this..coming out of market managers...they want to be full and they are not.

Theresa Richards 12/27/88 7:22 AM

Comment: Can you restructure this into Q&A format and/or summarize the key points more succinctly?

Q. What mechanisms can market managers use to get it out there ?

A. I see two groups expanding this idea but no policy really, so a business plan is needed. New business owners and I guess the service people.

Q. Any advice for non-profits?

A. #1 problem is that they do not know about showing up at the market. Make use of your time: bring signage, a chair; say hello to everyone. You need to be welcoming and cheery. Try doing a draw for free membership. It lands people,

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making you more approachable. Teach volunteers!

Q. Can you allow non-profit tables to sell things (e.g. t-shirts)?

A. It varies by market. People are there to buy.

Q. Do you need a lottery license to do a draw?

A. If taking in money, yes, you need a license. Not a 50/50...