



Farmers Market Fun and Profit

With Dave Dowling

You don't make any money *growing* cut flowers. You make all your money *selling* cut flowers. Marketing is just as important as growing. You need to grow top-notch, high-quality flowers. Having great flowers makes marketing easier.

Farmers Markets

- Grow the best flowers possible.
- Have a wide selection of flowers.
- Show up *every* week. No exceptions. Missed markets = lost income and lost customers.
- Dress for the job. Clean clothes. Company T-Shirt and/or hat. Wear a name tag. Take a shower and brush your hair.
- Smile and have fun. Or send someone else to do your markets.
- Get to know customer's names. Keep a list if it helps.
- Use a tent for shade, or rain. For the flowers, and for your, and your customer's comfort.
- Use display tables to get the flowers up to eye level. Use tablecloths if that is your style. But don't compete with the flowers.
- Full buckets sell. Consolidate as the day goes on. Clean buckets. No yellow kitty litter buckets.
- Have the price on *every* bucket. Not a sign at the front of the tent or at the register. For every person that needs to ask for a price, ten people left without asking.
- Offer premade bouquets, and single stems. Giving people options means you'll sell more.
- Give flowers to kids. Give a "hat flower" to any lady, or man wearing a hat.
- Give a free bouquet to new Mothers.
- Wrap the flowers with your "look". Craft paper, colored tissue, raffia ribbon, etc. Include your farm name, website, and social media info on every bunch of flowers you sell, using a stick, stamp, or card.
- No questions asked guarantee if something doesn't last as expected.
- No phone. No newspaper. No chair. No eating. Always look busy, but approachable.
- Make your space inviting to draw people in.
- Don't stand at the front of your space looking like a guard, scaring people away.
- Don't go home early if you sell out. It's bad for the market, and bad for your business.
- Accept credit/debit cards. Your sales will increase. People under the age of 35 don't carry cash.
- Make doing business with you a pleasant experience and you customers will be regulars. Those regulars pay your bills.