



Geraldton Greenough Farmers' Market Vendor Market Tips

Some tips on how to draw customers and maximise your sales at the Geraldton-Greenough Farmers' Market

Things You Might Need for the Market

Depending on what you are selling there are some things that you might need for the market

- Marquee or Umbrella
- Trestle Tables
- Table Cloth
- Display tubs
- Large sign/ A-frame
- Signs/labels with prices
- Somewhere to keep your cash. Remember to bring some change to the market.
- Cool Room
- Sanitising gel
- Gloves
- Your business card or a flyer with information on how to get more produce
- Scales
- Boxes or paper bags for your customers
- Proof of organic food status
- Awards or nominations you have achieved for your produce to display at your stall

Do you need a food safety certificate?

If you process food in anyway, including cutting fruit, offering taste testing, baking or making preserves you need to undertake a short training session with the City of Geraldton-Greenough. Contact the environmental health department to find out more on 9956 6629

More Information

For more information please contact the Geraldton Greenough Farmers' Market Team

Email: manager@geraldtongreenoughfarmersmarket.com

Phone: 0437 844 901 or 9924 3206

Post: PO Box 2882 Geraldton 6531

Stall Set Up

Consider placing your main display table further back into your marquee or umbrella. This allows you to put a small display on each side of the stall and it draws your customers to come into your stall.



Pile your products up high to give the impression of volume and to catch customers' eyes

Simply putting a covering over your table can have a huge effect on the overall look of your stall



Use different colours and shapes to draw the eye
Have your produce available in different sizes

Add layers to your stall to give the impression of abundance



Make a Name for Yourself!

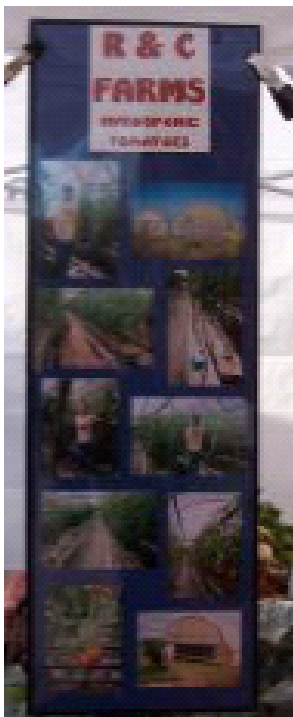
Create a clever name or branding for your product or your stall. E.g., Eggsellent, Bee's in Bowties Honey

Display photos of your farm and your family/workers

Tell people where they can go if they want to get more of your product during the week

Ask customers for feedback and tell them when you have made any changes

Tell your customers how you made the product, where you grow it, when you picked it.



Signage

Signage that can be seen from 30-40 metres away and conveys what you are selling is a must. Signage should appear above the front of your stall and also at the rear of the inside of your stall. Keep it simple, and if you can, have it done professionally.



Use an A-frame in front of your stall to promote weekly specials/bonus offers/multiple buys/new products etc. Again make it look professional.

Make sure that all of your products are clearly signed with the name of the product and the price, customers will keep on walking if they don't know the price of your product.

Do Not stick the prices signs to the table as they won't be able to be seen if customers are standing in front of the display.

You could also add some extra explanations to your signs E.g. *Tomatoes - good for sauces* or *Super Sweet Strawberries*.



Make your stall irresistible!

Draw your customers in with the smell of your product

Offer free taste tests - they will always draw a crowd

Make your stall colourful and professional looking

Greet people as they come past

Do Not sit and read the paper when you don't have any customers, busy yourself with your stall

Add a bit of humour to your stall

Cook a recipe using your product and give tasters to customers along with the recipe

