

Taking Flowers to Market

Navigating retail sales at the Farmers Market and
through Subscriptions

Fawn Rueckert
Sego Lily Flower Farm

Fawn Rueckert, Sego Lily Flower Farm

South Jordan

Micro Farm - 2 sites

5th season

4th season with Markets and
Subscriptions

Backyard Cut Flower Garden Course
at Snuck Farm

Workshops and Consultations



Benefits of Selling at the Farmers Market

Visibility in your community

Networking

- Other Vendors, Market managers

- Stepping stone to other revenue streams such as weddings, **subscriptions**, workshops

- Gather customer emails

Less exacting than Florist sales



Selling at the Market- Does it suit you?



Timing

Support

Resources

Personality

Choosing a Market



Talk to other vendors

Foot traffic

Location

Producers only or resale

Fees

Season Length

Weather

What about Other Flower Farmers?

- Grow different crops
- Distinguish your style
- Different sales model, bouquets vs. single stem
- Variety can draw people (think about Malls)

For love of all that is holy, don't give in to "fear" based pricing



Bring a Superior Product

Harvest at the correct stage

Hydrate

Provide a good experience and they'll come back from more

Take care of them- ice bottles in buckets on hot days, keep them in the shade.

Offer to hold them in water while they shop



Display it well



Abundance sells

CLEARLY mark your **PRICES**

Simple is easier

Long tablecloths

Can they find you again?

Price them well

Know your true costs - LABOR, supplies, marketing, fees, insurance, packaging, banner, tent, and on and on

Watch your stem counts

Be aware of flowers that cost more to produce, use them judiciously

Don't train your customers to wait for a discount

“Cheap is another way to say scared”- This is Marketing, Seth Godin



How to Kill it at the Farmers Market



Stand up and engage (friendly not pushy)

Accept as many forms of payment as possible

Keep your product and display fresh

Collect email addresses

Come back and do it again next week, and the next week, and the next week...

Is sold out the real goal?



Enough Product?

Pricing too low?

Marketing Subscriptions at the Market

Gather contacts

Selling Points

Quality

Variety

Convenience

Pre market season

Assurance

