

DIY STAND IMPROVEMENTS

DO-IT-YOURSELF WAYS TO DISPLAY YOUR PRODUCT

A+ BOOTH TIPS FROM GRADE A GARDENS

Grade A Gardens has been vending at the Des Moines Farmers Market since 2009. They say that first and foremost, you should make sure you have a high-quality product that looks good. Next, make labels as straightforward as possible—don't let the logo get in the way of the product name and price. And finally, make your booth stand out. BIG displays attract customer's attention—and wooden crates fit quart and pint containers perfectly.

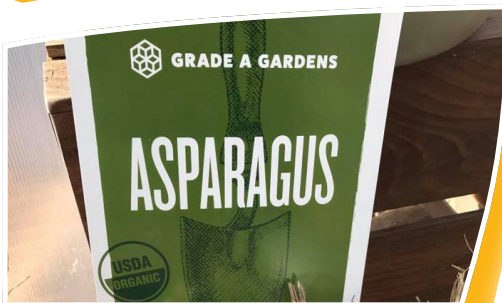


“WE SET UP OUR STAND SO MULTIPLE PEOPLE CAN BE SHOPPING AT ANY ONE TIME. A CROWD BRINGS A CROWD.”



- WHITNEY BREWER,
GRADE A GARDENS

3 ELEMENTS TO CONSIDER



1) Re-useable Signs

Whether you prefer one big price board or several price sheets, there are ways to make your signs low-cost and reusable. For example: Make a simple sheet for every item that you sell and laminate it. Then, when you set prices each week, you can use a dry erase marker to update the price per pound or bundle. Don't just lay the sign down flat. Get creative with clothespins or velcro to display it.

2) Space Limitations

If your two-dimensional space is limited, go up or under! Get creative with vertical space. Stack wooden crates on top of each other, create multiple levels on your table, and make a stand that rises up at an angle. If you're going to use space beneath the table, be deliberate. If you're using it as a display, keep it neat and organized. If you're using it for storage, consider a table cloth to hide it from the customer's view.

3) Eye-catching Color

The more attractive the stand, the more likely customers are to stop. Think about all the items you sell and how you can organize them in a way that makes customers want to reach out and grab them. Have many different colors? Arrange like a rainbow. Want to display items in baskets? Put a burlap bag (or similar padding) in the bottom to make baskets look full when only half-full.

ANATOMY OF A VENDOR STALL

ELEMENTS
TO BUY AND DIY



1) Shelter

Your shelter is the first impression of your business, but it also protects you, your products, and your customers from rain and sun. Consider investing in a high-quality one.

2) Shelter Weights

Shelters aren't cheap and Iowa has some WINDY days. It's important to weight your shelter down to keep it from flying off. Weights come in many designs and shapes.

3) Table

The table is a crucial component of your booth at the farmers market. A lightweight table that's easy to fold up and transport makes the best use of your budget and space.

4) Table Cloth

To bring more color and a clean look to your booth, using a table cloth does the trick. Find a style that fits your brand and makes your market stand unique!

5) Bins and Baskets

To make use of all your booth space, take advantage of the ground level. Use metal bins, wood crates, a bike—you name it! The more unique your display, the better.

6) Vertical Displays

Think about what people see at their "eye-level" and use vertical displays to make the most of your space by displaying as many of your products as possible.

7) More is More

Use angles and colors to attract customers. Make sure to keep your booth looking full to provide a sense of abundance. You can use the space under the table as storage.

8) Double-Duty Displays

Find displays that are both easy to clean after the market, convenient to transport, and that can serve double duty as storage and decoration—like crates, baskets, and boxes.

9) Product Signage

When shopping, customers are looking for items and their prices. Don't assume the customer will ask. If they can't find a product or its price, they may pass you by.

10) Cash Box

A well-stocked and organized cash box will allow you to assist with customer sales quickly—without having to worry about money blowing away in the breeze.

11) Stand-out Sign

Make it as easy as possible for customers to find you in the crowd. Prominently display a large, easy-to-read, recognizable sign featuring your farm or business name.

12) Farmer

Strike a balance between clothing that's practical for the weather and easy to move around in. Consider ways to wear your brand—a hat, t-shirt, or even an apron.

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