

Why sell at Farmers Markets?

Diane Claughton

South Mississippi Farmers Market
Association

Ready made customer base.



Minimal start-up cost.

Tent \$60.00

Table \$40.00

Tablecloth \$10.00

Booth Fee \$10.00

TOTAL \$120.00

Retail pricing



Cash business

Recent survey showed that 96% of shoppers at Long Beach Farmers Market and Ocean Springs Fresh Market used cash all or most of the time.

One to one relationship with customers



Direct customer feedback

“We were just there and the goodies we bought are delicious!”

Ocean Springs Fresh Market
Facebook page.

Can do more than one market.

South Mississippi Farmers Market
Association has two markets each
Saturday morning.

Many vendors do both markets.

Become part of a community



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Access to Farmers Market information and programs

Senior Farmers Market Nutrition Program

Occasional targeted programs

e.g. Mariners Match

Pelican Pound.