

# DIRECT RETAIL Farm Marketing

## Fruits And Vegetables

This is the second in what is to be a regularly appearing column

about direct retail marketing, made available through the Pennsylvania Retail Farm Market Association Inc. (PRFMA Inc.) and Penn State Cooperative Extension, and the state Department of Agriculture.

The first column was published

in the May 16 issue of Lancaster Farming. Since then, Jeff Patton, direct marketing facilitator for the Pa. Department of Agriculture, has offered to be a regular contributor specializing more with fruits and vegetables. This is his first column.

For more information about the PRFMA, call its Executive Secretary John Berry, who is also the Lehigh County Cooperative Extension and regional Penn State Cooperative Extension marketing agent. To join the organization, contact Berry at PRFMA, Lehigh County Cooperative Extension, 4184 Dorney Park Road, Allentown, PA 18104-5798, or (610) 391-9840, or e-mail at jwb15 at psu.edu.

**JEFF PATTON**  
Direct Marketing Facilitator  
Pa. Dept. of Agriculture  
Selling fresh produce directly to

consumers offers challenges and opportunities which differ from wholesale producers.

The degree of success you enjoy depends upon your creativity and inventiveness, in addition to hard work.

Through this column, I will attempt to offer suggestions which you can adapt to your operation, no matter how large or small.

There are many highly successful, proven strategies which may make a difference to your competitiveness.

Each month I will include my address and phone number so that you can contact me with ideas, suggestions, questions and comments.

For comments or suggestions, contact Jeff Patton, Direct Marketing Facilitator, P.O. Box 68, Hereford, PA 18056; or call (610) 845-7423; fax (610) 845-2955; or e-mail: jpat987 at erols.com.

### Advertise With Brevity

Consumer's time is valuable. They will respond best with simple advertising that can impress within three seconds.

Make "stunning clarity" your official advertising policy.

When designing newspaper display ads, roadside signs, business cards and brochures, balance attractive graphic images with the effective use of words.

Illustrate a single produce item instead of a cornucopia.

Redo your farm market logo to make it eye-catching.

Consider using flyer cards (3.5 inches by 8.5 inches) instead of a brochure, when you need a detailed handout.

Be sure to include strategic information, such as hours of operation, specific location, exact time of picking, variety names for produce, etc.

A double-sided or folding business card may be effective and offers more space for vital information, including a map, or a chart about produce availability.

You may need to use the services of a professional artist or photographer, but the results will be worth the cost.

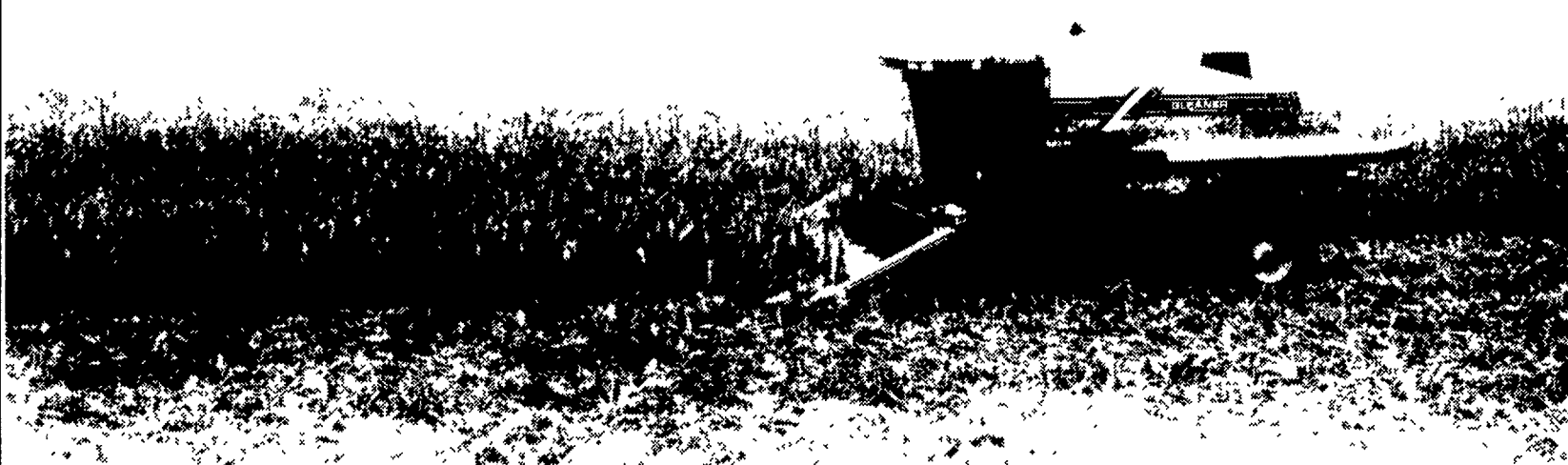
The "stunning clarity" policy may cost more, but it will capture consumers' attentions.

**Rekindling Interest**  
Reopen those seed catalogues.

Vegetable growers can take the lead in rekindling a produce item that seems to have lost its appeal to consumers.

Sales of vegetables like eggplant may need some stimulation by selecting more interesting varieties and offering new cooking ideas.  
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