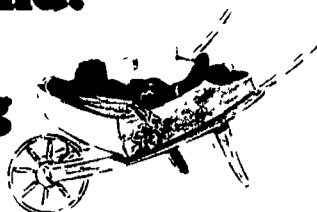


# The Farmstand: Direct Marketing Tips



(Continued from Page 1)

for great storylines in movies, it is rarely effective in business unless you have an incredibly unusual product or a to-die-for location. More often than not, most markets are not blessed with either (as perceived by the buying public). Because of this, many efforts must be made to allow the seller the chance to convince the consumer to stop, buy, and then return for more.

So whether you are selling ornamentals in the fall, free-range chicken, or apples from the orchard, you need to have a great appeal that outshines your competitors.

While not trying to downplay the importance of quality, good customer service, or variety of product, creating

an attractive display can be very important to capturing the attention of customers. Often signage is used to focus the buyer on what is being offered. Without a doubt, this is a critical piece of the marketing equation but by no means all of it. Signs tell the buyer what you have, what it will cost them, and possibly why they need it or how they can use it. All these are crucial to a sale. But someone on a quest for pumpkins for their kids wants to "see" you have them and know whether they will have a great selection! It's September, you have a roadside stand and raise pumpkins for sale, so put them out front for the world to see, not in the area on the side or behind the store. Put them up on straw bales, mixed in with corn stalks, or

up on top of hay wagons. Mix in groups of hardy mums, shrubs and trees for fall planting and you have the beginnings of a good display.

Be careful when mixing to not create chaos. The point is to create eye appeal, especially from the road. But when the customer goes through the display looking for something, there should be no question about whether or not it's for sale or display purposes, what it cost, and that it is of excellent quality. And don't look at displays as something to be changed only with the seasons.

Moving larger storefront displays may take some time but seeing the same items in a very different arrangement can be an effective marketing tool and capture someone's attention driving past. With the same thought in mind, locating an outdoor display near your sign will give people a new look at a sign they may have stopped seeing because of familiarity.

In-store displays should receive the same amount of

attention, as should those on your tables if you're a member of a farmers market. Attractive displays can easily be made with items you have for sale at the moment. Even perishable items such as fresh meats in a cooler can be arranged or prepared to entice a purchase. In this case, possibly the addition of marinated products or pre-cut shish kabobs on a stick can be added to get the customer to purchase something they might have not considered on a previous trip along with something they will now tell others you are offering.

At farm market tables, highlight new items in a central location where you commonly see people look first or near a hot seasonal seller and offer samples if possible. If you're selling a food product, offer recipes or give written planting instructions for trees and shrubs. Always attempt to give the customer the impression of bounty so they don't feel they are purchasing the last of something and use containers that compliment

your facility.

If you sell locally grown tomatoes, don't display them in recycled California produce boxes. This gives the customer mixed messages and distracts from your market appeal.

Along with creating new displays and changing them to draw and maintain interest, keep track of comments, customer reactions, and sales response that can be traced to your display efforts. Even the best of displays can be made better. Use the information you gather to give you new ideas and to gauge what the customer is looking for. Too often, in the haste of day-to-day business, it is easy to forget what draws the customer to your product. But with the number of direct marketing businesses now more than 5,000 in Pennsylvania and growing rapidly, your customers have plenty of choices and can easily visit someone else.

Keep the display ideas fresh, make them easy and attractive to look at, and be innovative in your use of materials.

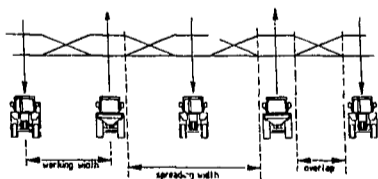
### TALES FROM MARKETING TOURS

The absolute worst time for you to get away from your business and tour through others has got to be during your hectic summer and fall  
(Turn to Page 7)

## Vicon GREENLAND SUPERFLOW FERTILIZER SPREADERS

### Vicon SUPERFLOW SEEDER

Spreaders are the most accurate broadcast spreaders in the world. The unique pendulum action keeps the spread pattern close to the rear of the machine while at the same time providing a symmetrical pattern on both sides.



The pattern allows "back and forth" as well as "around and around" operation. The "truncated" pattern offsets inaccurate overlap problems, eliminating streaking.

Stop By Your Nearest **Vicon** Dealer and See First Hand Why They're Worth The Investment

#### PENNSYLVANIA

- Clifford  
• North East Dist. & Equip.  
570-222-9090
- Glen Rock  
• Wertz Farm Equipment  
717-235-0111
- Grove City  
• McDowell Farm Implement  
814-786-7955
- Klingerstown  
• Stanleys Farm Service  
570-648-2088

- Leola  
• M.M. Weaver & Son  
717-656-2321
- Lewisburg  
• Don Erdley Farm Equip.  
570-524-2410
- New Berlinville  
• Erb & Henry Equipment  
610-367-2169
- New Ringgold  
• Eckroth Bros. Farm Equipment  
570-943-2131
- Orefield  
• Eckroth Equipment  
601-366-2095

- Peach Bottom  
• Triple H Equipment  
717-548-3775
  - Penn Run  
• Manor Motors  
724-254-4753
  - Sharon  
• Watsons, Inc.  
724-346-6514
- #### NEW JERSEY
- Pittsgrove  
• Schaper Bros.  
856-455-1640
  - Hammonton  
• Rodio Sales  
609-561-0141

Rust free polyester hoppers, "DURA-COAT" enamel on painted components with stainless steel metering plates, precision adjustments, and a variety of spouts for a multitude of applications have earned **Vicon** Superflow seeder spreaders a world-wide reputation as the premier broadcast spreader.



Seeder spreaders are easily calibrated for extremely accurate performance.



Versatile **Vicon** spreaders band material in vineyards, orchards and nurseries, as well as spread lime, and salt and sand for winter use.



### Strawberry Plants

Over 20 Leading Varieties - Fall Dug  
State Inspected - Grown on Fumigated Sand

### Asparagus Crowns

6 Leading Varieties - New Male Hybrids  
Superior Root Systems

Over 20 Years Experience  
All Available in Our Free Illustrated Price List

**Krohne Plant Farms, Inc.**  
65295 CR 342 LF  
Hartford, MI 49057  
616-424-3450 (H)  
616-424-5423 (O)

### Jersey Asparagus Farms, Inc.

#### JERSEY MALE HYBRID ASPARAGUS

Seed and Crown Varieties featuring Jersey Giant and Jersey Knight

-Internationally Recognized-

- \*Higher Yielding
- \*Better Tasting
- \*Quality Spears
- \*Disease Tolerant

EXCLUSIVE SEED RIGHTS TO ALL JERSEY MALE HYBRIDS

---

#### STRAWBERRIES

- Maryland Certification Program
- Quality Dormant Plants
- Early, Mid, and Late Season varieties
- Low prices
- Disease Tolerant
- Plasticulture System available in the Fall

#### \*NEW for 2000\*

### BLUEBERRIES

- Earliblue, Bluecrop, Coville
- 3 year old Plants
- High Yielding

---

#### ACCESSORIES

- Harvesting Equipment
- GardenCarryAlls
- Recipe Books

**\*Call or Write for a FREE Catalog\***

Dept. K, 105 Porchdown Rd Pittsgrove, NJ 08318  
Ph 800-499-0013 Fax 856-358-6127  
jafarms@jnk.com  
www.jerseyasparagus.com

Distributed By:



**CUMMINGS and BRICKER, Inc.**

100 Stover Drive, Carlisle, PA 17013 717/249-6720  
100-120 Lehigh Ave., PO Box 928, Batavia, New York 14021-0928 716/343-5411

Serving Farmers Through Farm Equipment Dealers Since 1961