



Better Vendor Booth Displays

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Virginia Cooperative Extension-Virginia State University

Introduction



You are on Stage



You are Performing



Your Audience Awaits

KEEP IN MIND

A customer is the most important visitor on our premises, they are not dependent on us. We are dependent on them. They are not an interruption in our work. They are the purpose of it. They are not an outsider in our business. They are a part of it. We are not doing them a favor by serving them. They are doing us a favor by giving us an opportunity to do so.

Mahatma Gandhi

What We'll Cover



Before the Market



During the Market



After the Market



Before the Market

Before the Market



Plan



Promote



Price

Plan



Your Appearance



Your Pitch



Your Foundation

Your Appearance



Clean Hands



Clean Clothing



Secured Hair

Your Pitch



Know 1 Interesting Fact about each Product



Anticipate Customer Questions

--How Do I Use & Store? How Much Do I Need?



Prepare “Hand-outs” like Scripts

Your Foundation



Tent Tips



Table Tips

Tent Tips



Not Optional

Look for wind vent at top

Look for side walls

Look for white color

Always secure for safety

Best Type of Tent

[Auctions](#) [Services](#) [Sam's Club Credit](#) [Easy Reorder](#) [Shocking Values](#) [Join or Renew](#)

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Z-Shade Commercial Shelter - 10' x 10'

by Z-Shadow | Item #: 2242 | Model #: ZS1010SCOMWH | [★★★★★](#) (34)



TOP RATED

\$ **199**⁹⁸

Non-members pay 10% surcharge. [Join now!](#)

Qty

Ship this item

Select your Club for price and availability

Shipping [v](#)

Enter ZIP Code for shipping options

Free Pickup

[Add to list](#)

Secure for Safety

Did You Know?
Windblown canopies
are the #1 cause of
property loss and
injury at outdoor
events where canopies
are widely used.



Dangerous Winds

Use Manageable Weights

Aim for 40 lb. per tent leg (10x10)

50 lb. for umbrellas

Potential Option



To Find Canopy Weights

File Edit View History Bookmarks Tools Help

canopy tent weights - Google X

https://www.google.com/search?client=firefox-b-1-ab&ei=2P1...

Search

Google

canopy tent weights

Sign in

All Shopping Images Videos News More Settings Tools

About 402,000 results (0.56 seconds)

Shop for canopy tent weights on Google

Sponsored






				
4 PCS outdoor Canopy Tent ... \$16.99 Walmart	US Weight 40 lb Canopy Weight, ... \$34.27 Walmart	Pop Up Tent Base Plate ... \$16.57 Vispronet Special offer	US Weight 20 lb Canopy Weight, ... \$20.00 Walmart ★★★★ (68)	King Canopy Weight Bag Set \$16.28 Sam's Club ★★★★ (168)

Table Tips



Best



Arrange



Levels




Cover

Best Table

Walmart All Search Hello, Sign In My Account

Mainstays 5' Centerfold Table, White

★★★★★ 319 reviews Q&A By: Mainstays f t p



\$37⁰⁰
FREE shipping on orders \$50+ FREE pickup

Care plan (optional): None

None 2 year(s) (+\$3.00)

Quantity:

[Add to Cart](#)

[Add to Registry](#) [Add to List](#)

Sold by Walmart.com

Shipping
See delivery options

FREE pickup
North Chesterfield
See more stores

Arrange



Buy 4 tables; change weekly



Rearrange when stock dwindles



Last thing packed on vehicle

Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT



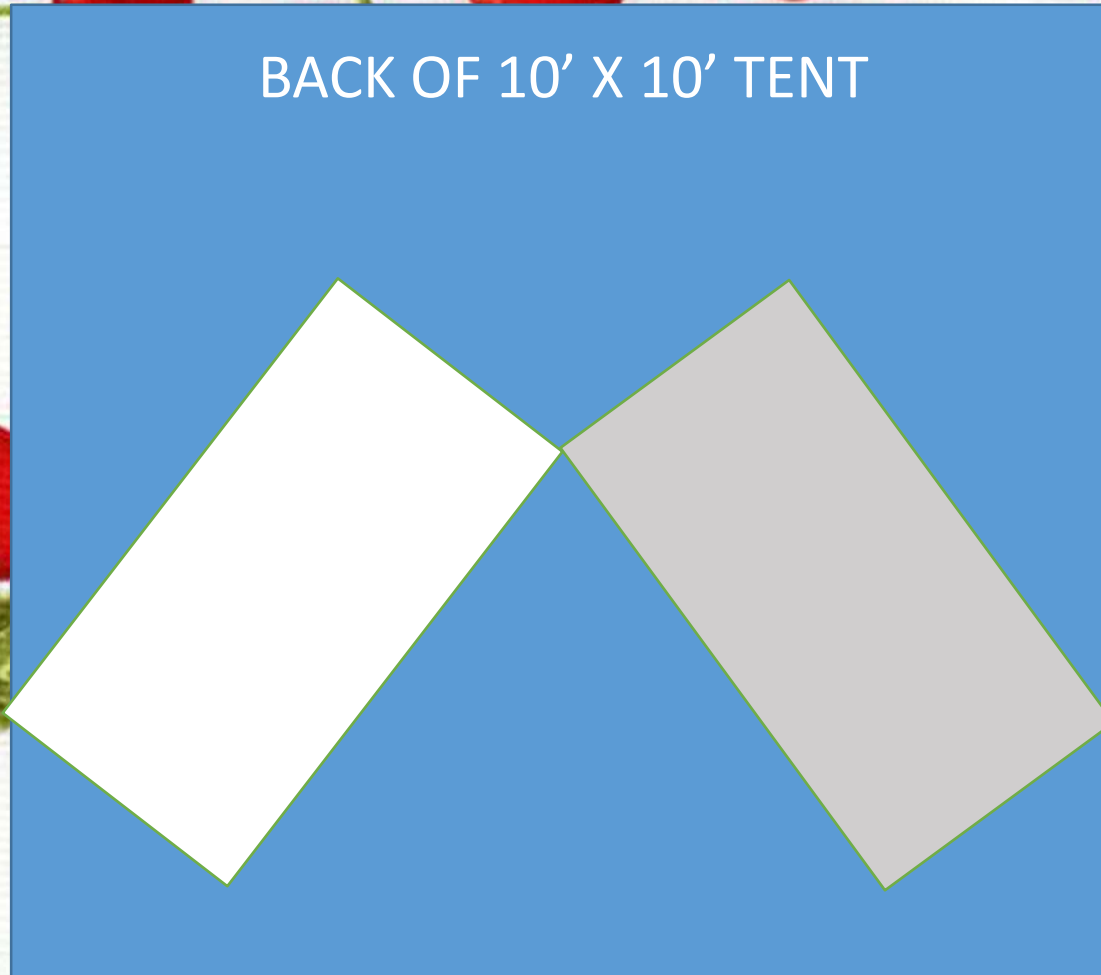
Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT

A diagram showing the back of a 10' x 10' tent. The tent is represented by a large blue rectangle. Inside this rectangle, there are three smaller shapes: a white rectangle on the left side, a grey rectangle in the upper right area, and a blue rectangle in the lower right area. The white rectangle is positioned on the left side, the grey rectangle is in the upper right, and the blue rectangle is in the lower right, partially overlapping the grey one.

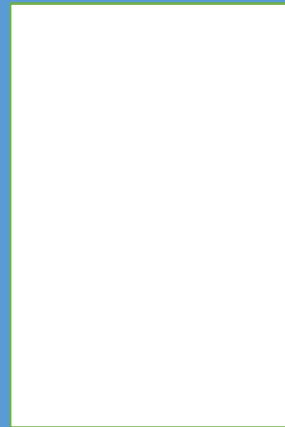
Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT



The diagram shows a rectangular floor plan for the back of a 10' x 10' tent. It is divided into several colored sections: a large blue rectangle at the top; a white rectangle on the left and a grey rectangle on the right in the middle; and three blue rectangles at the bottom (left, center, and right) with a white rectangle in the center. The entire diagram is set against a background of red cherries and green leaves.

Arrange

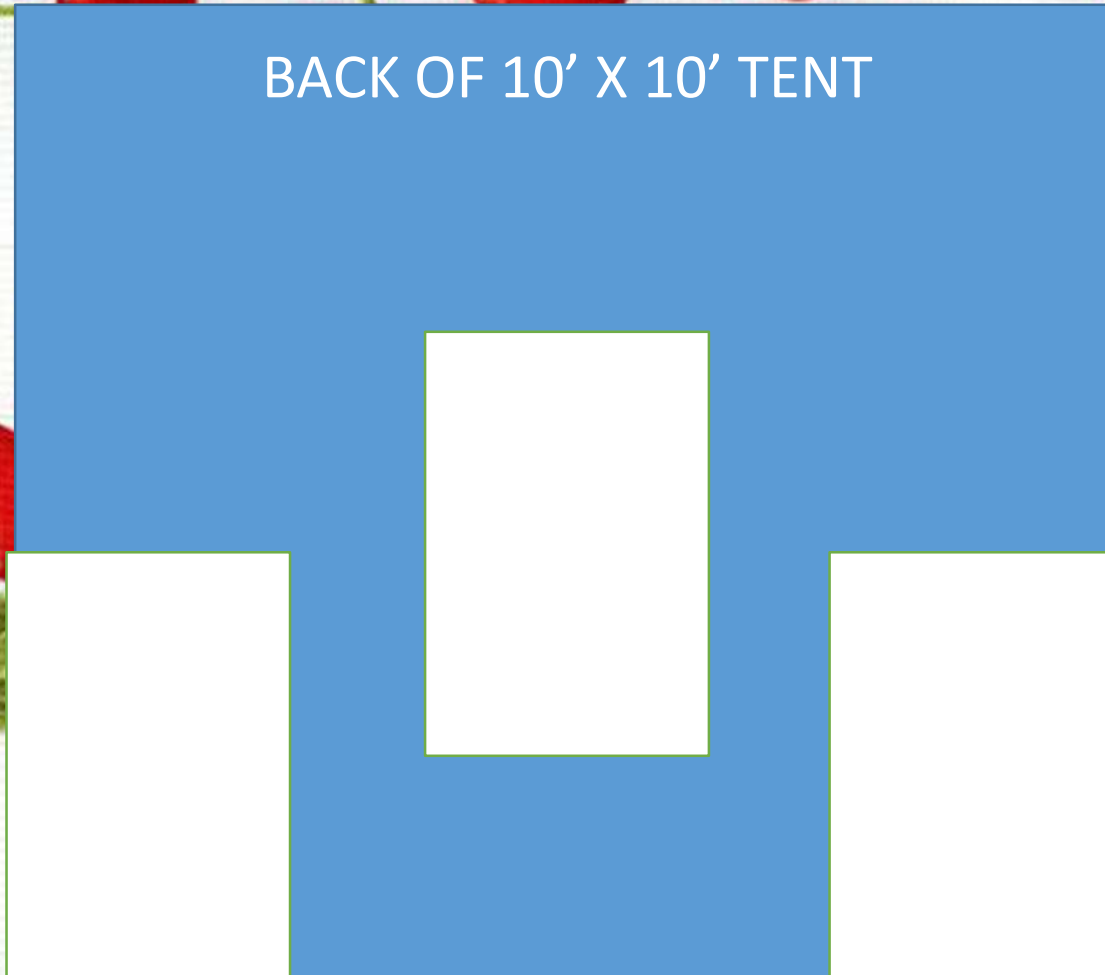
BACK OF 10' X 10' TENT



The diagram shows a 10' x 10' tent layout. The back of the tent is a solid blue rectangle. In the center of the tent is a grey rectangular table. Along the front edge of the tent, there are two white rectangular chairs on the left and right, and a blue rectangular table in the center. The entire tent layout is centered on a background of red cherries and green leaves.

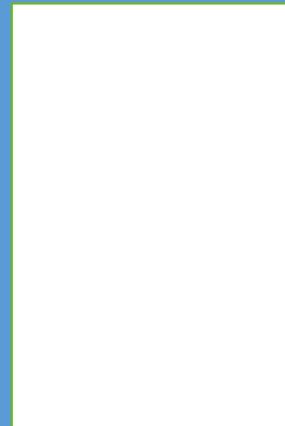
Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT



Arrange

BACK OF 10' X 10' TENT

BACK OF 10' X 10' TENT		

Arrange

BACK OF 10' X 10' TENT

BACK OF 10' X 10' TENT				
White		Grey		
Blue	White	Blue	White	Blue

Levels



Make shelves



Adds interest



Comfort reach

Please Cover Table



Tablecloth is Not Optional

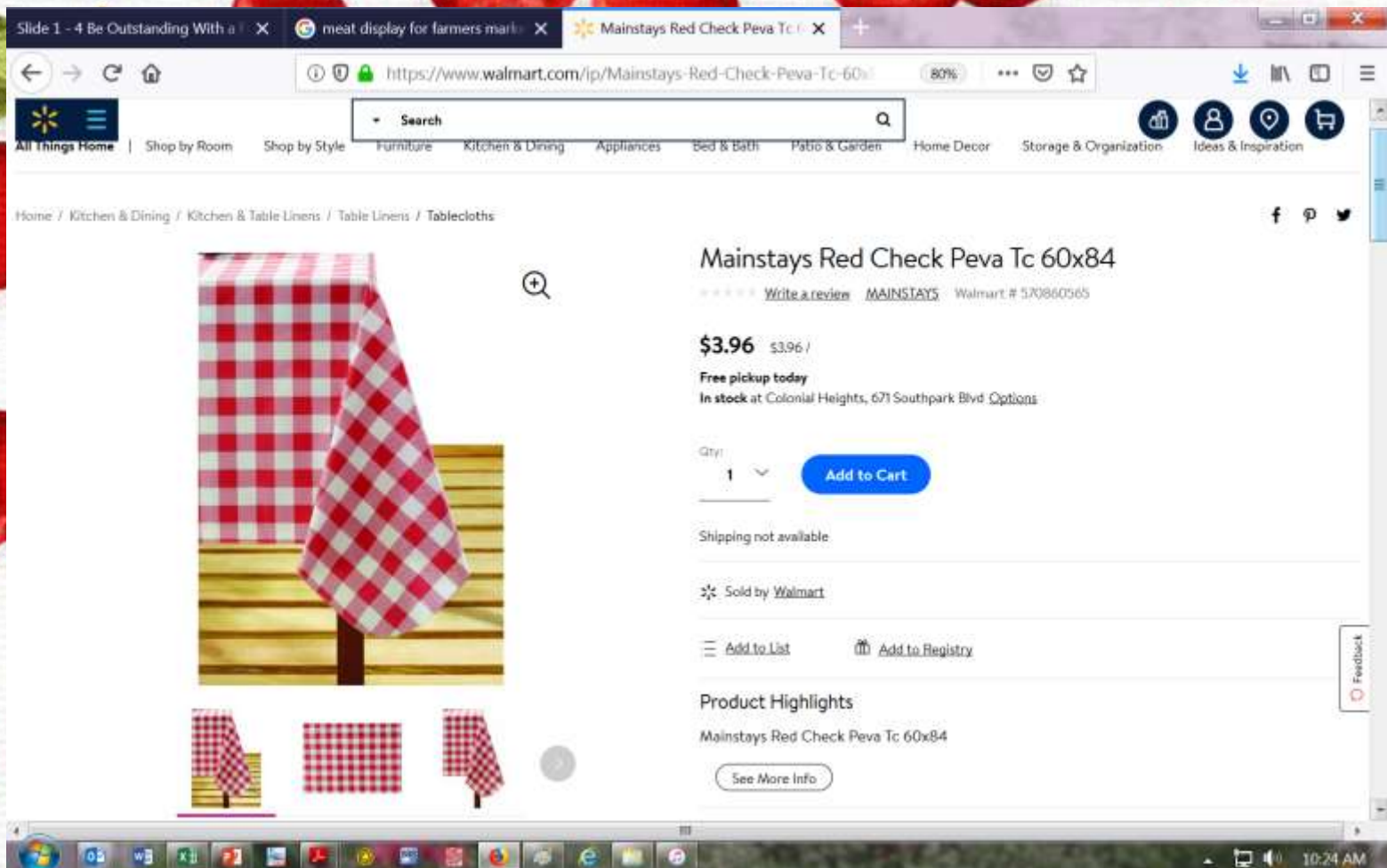


Wipe Clean is Easiest



Try for Minimal or No Wrinkles

Where to Buy Tablecloth



The screenshot shows a web browser window displaying a Walmart product page for a 'Mainstays Red Check Peva Tc 60x84'. The browser's address bar shows the URL 'https://www.walmart.com/ip/Mainstays-Red-Check-Peva-Tc-60x84'. The page features a search bar at the top, navigation links for 'All Things Home', 'Shop by Room', 'Shop by Style', and various product categories. The main product image shows a red and white checkered tablecloth draped over a wooden table. To the right of the image, the product title 'Mainstays Red Check Peva Tc 60x84' is displayed, along with a price of '\$3.96' (reduced from '\$3.96'). Below the price, it indicates 'Free pickup today' and 'In stock at Colonial Heights, 671 Southpark Blvd'. A quantity selector is set to '1', and a blue 'Add to Cart' button is visible. Shipping information states 'Shipping not available'. The page also includes options to 'Add to List' and 'Add to Registry', and a 'Product Highlights' section with a 'See More Info' button. The Windows taskbar at the bottom shows the time as 10:24 AM.

Slide 1 - 4 Be Outstanding With a ... | meat display for farmers mark ... | Mainstays Red Check Peva Tc ...

https://www.walmart.com/ip/Mainstays-Red-Check-Peva-Tc-60x84

Search

All Things Home | Shop by Room | Shop by Style | Furniture | Kitchen & Dining | Appliances | Bed & Bath | Patio & Garden | Home Decor | Storage & Organization | Ideas & Inspiration

Home / Kitchen & Dining / Kitchen & Table Linens / Table Linens / Tablecloths

Mainstays Red Check Peva Tc 60x84

Write a review MAINSTAYS Walmart # 570860565

\$3.96 ~~\$3.96~~

Free pickup today

In stock at Colonial Heights, 671 Southpark Blvd Options

Qty: 1 Add to Cart

Shipping not available

Sold by Walmart

Add to List Add to Registry

Product Highlights

Mainstays Red Check Peva Tc 60x84

See More Info

Feedback

10:24 AM



Show Me

Make shelf, Add interest, Comfort Reach













Customers Do Not Like Bending Down. Do Not Put Products on the Ground. Levels are a Must. PS. This needs a Tablecloth...

Promote



It is not someone else's job



Email Reminder “Love to See You”



Include Appreciation “Deal” in Email

Price



VDACS VA FM Prices



USDA Local Retail Prices



Local Harvest Store

https://www.vdacs.virginia.gov/pdf/fmmeat.pdf



VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
DIVISION OF MARKETING

804.786.3947
Voice Reports 800.552.5521
www.vdacs.virginia.gov/markets-and-finance-market-news.shtml



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VIRGINIA MARKET NEWS SERVICE

Prices listed in this publication are submitted monthly by participating farmers' market managers and are subject to change. Virginia Market News Service welcomes any city, county or state-sanctioned farmers' markets in Virginia to participate in the Retail Farmers' Market Publication. Market managers are encouraged to contact Jonathan Howard 804.786.3949 jonathan.howard@vdacs.virginia.gov. Virginia Market News Service is a division of the Virginia Department of Agriculture and Consumer Services. Virginia Market News Service collects and disseminates daily agriculture market prices and analyses for Virginia buyers, sellers, and the media.

Birdhouse Market
1507 Grayland Avenue
Richmond, VA 23220
804.404.3817
Tuesdays 3 to 6:30 p.m.
www.birdhousefarmersmarket.org/

Capitol Square Market
1314 East Grace Street
Richmond, VA 23219
804.929.6653
Fridays, June-September 11 a.m.-1 p.m.
<http://www.capitol-square-farmers-market/>

Cape Charles Farmers Market
814 Randolph St.
Cape Charles, VA 23210
757.607.7483
Tuesdays 3 p.m.-6 p.m. (May-Oct)
<http://www.capecharlesfarmersmarket.org/>

Vegetables	
Beets	3.00 bunch/5.00 organic ct
Cabbage	1.00-5.00 head/4.00 organic head
Carrots	3.00 bunch/4.00 organic bunch
Cucumbers	.75 each-2.50 lb/1.00 organic each
Cucumbers (pickling)	1.50 lb-2.50 ct
Eggplant	2.00 lb-2.50 pt/3.00 organic lb
Green Beans	2.75 lb/3.00 pt/5.00 qt/4.00 organic ct
Greens	3.00 bunch
Microgreens	5.00-6.00 box
Mushrooms	5.00 1/4 lb bag
Onions	3.00 pt/5.00 organic qt
Onions	3.00 bunch
Peppers (bell)	.75-1.00 each
Peppers (specialty)	2.50 pt/5.00 organic each-4.00 pt
Potatoes	2.00 pt-3.50-4.00 qt/4.00 organic ct
Radishes	3.00 bunch
Scallions	2.50 bunch/3.00 organic bunch
Squash	1.50-3.00 lb/3.00 organic lb
Tomatillos	2.50 pt
Tomatoes	2.75-3.00 lb/3.00 organic lb
Tomatoes (cherry)	3.00 pt/4.00 organic pt
Tomatoes (grape)	3.00 pt

Fruits & Berries	
Blackberries	5.50 pt
Blueberries	5.00-5.50 pt/5.50 organic pt
Cherries	6.00 ct
Melon	4.00 organic each
Peaches	2.50-2.99 lb
Raspberries	5.50 pt
Strawberries	6.00 ct

Meat	
Beef	8.25 lb
Ground	8.50 lb
Roast Cuts	11.95-12.95 lb
Steaks	3.00-11.95 lb
Other Cuts	4.50 lb
Chicken	4.75 lb
Whole	4.75 lb
Thigh/Leg	4.75 lb
Breast	4.75 lb
Other Cuts	4.75 lb
Pork	9.75 lb
Chops	7.75 lb
Sausage	3.00-13.00 lb
Other Cuts	

Vegetables	
Beets	2.00-3.00 bunch
Broccoli	2 head for 3.00
Cucumbers	.50 each-2.00 lb
Cucumbers (pickling)	3 for 1.00
Eggplant	1.00 each
Greens	3.00 bunch
Kale	3.00 bunch
Lettuce	3.00 head
Microgreens	3.00 bag
Mushrooms	5.00 ct
Peppers (Bell)	.50 each-3.50 lb
Peppers (specialty)	6 for 1.00-4.00 lb
Spinach	4.00 qt bag
Squash	3 for 1.00-2.50 lb
Sweet Potatoes	2 for 3.00
Tomatoes (grape)	4.00 pt

Fruits & Berries	
Blackberries	5.00-5.50 pt
Blueberries	5.50 pt
Cherries	6.00 ct
Peaches	.75 each
Raspberries	5.50 pt
Strawberries	6.00 ct

Meat	
Chicken	4.50 lb
Whole	7.00 lb
Thigh/Leg	12.00 lb
Other Cuts	4.00-12.00 lb
Turkey	12.00 lb
Breast	5.00 lb
Legs	10.00 lb
Ground	4.00 lb
Wings	10.00 lb
Pork	10.00 lb
Ground	13.00-14.00 lb
Chops	14.00 lb
Sausage	5.00-20.00 lb
Other Cuts	

Vegetables	
Beets	3.75 organic bunch
Broccoli	3.75 organic container
Cabbage	3.25 organic head
Cauliflower	3.75 organic container
Greens	2.75-3.25 organic bunch
Kohlrabi	2.00 organic each
Onions	2.00 organic bunch
Squash	3.75 organic container

Fruits & Berries	
Raspberries (black)	3.00 pt

Have a family member, friend or neighbor who might benefit from this newsletter? Tell them to call us at 804.786.3947 and we'll put them on the mailing list. Virginia Market News Service also publishes Cattle & Crops and Hay Clearing House.

All Market News publications are available in print and online.

Charlottesville City Market
2nd and Water streets
Charlottesville, VA
434.970.3371
Saturdays 7 a.m.-noon (April-Oct)
Saturdays 8 a.m.-1 p.m. (Nov-Dec)
Holiday Market Saturdays Nov. 28-Dec. 19
<http://www.charlottesville.org/citymarket/>

Vegetables	
Beets	3.00 qt
Broccoli	2.00 lb
Cabbage	2.50 head
Carrots	2.00 lb
Cauliflower	2.00 head
Cucumbers	1.00 each
Green Beans	4.00 pt
Greens	3.00 bunch
Lettuce	3.75 head
Mushrooms	4.00 1/4 lb
Potatoes	3.00 ct
Squash	2.00 lb
Tomatoes	2.50 lb
Tomatoes (heirloom)	3.50 lb
Turnips	3.50 ct

Fruits & Berries	
Blueberries	4.00 pt
Strawberries	5.00 ct

Meat	
Beef	8.00 lb
Ground	9.00 lb
Roast Cuts	16.00 lb
Steaks	16.00 lb
Chicken	5.00 lb
Whole	7.00 lb
Thigh/Leg	14.00 lb
Breast	14.00 lb
Pork	7.00 lb
Ground	11.00 lb
Chops	11.00 lb
Sausage	8.50 lb

Other	
Eggs	3.00 dozen
Herbs	3.50 ct
Honey	15.00 1/2 lb

Leesburg Market
20 Catoctin Circle South
Leesburg, VA 20175
540.454.8089
Saturdays 9 a.m.-noon (May-Oct, 8 a.m.-noon)
Wednesdays 2:30-3:30 p.m.
leesburgfarmersmarkets.org/

Vegetables	
Asparagus	5.00 bunch
Beets	3.00 bunch/4.00 organic bunch
Broccoli	4.00 ct
Cabbage	3.00 head/2.00 organic lb
Carrots	1.00 bunch
Cauliflower	2.50 lb
Cucumbers	1.00 each
Green Beans	5.00 ct
Greens	3.00 bunch/4.00 organic bunch
Lettuce	3.00 head
Onions	3.00
Onions	3.00 bunch
Pears	4.00 pt
Potatoes	5.00 ct
Rhubarb	4.99 lb
Squash	2.99 lb
Tomatoes	3.00 lb
Tomatoes (cherry)	5.00 pt
Tomatoes (grape)	5.00 pt
Turnips	3.50 organic bunch

Other	
Eggs	6.00 dozen/6.00 organic dozen
Garlic	3.00 organic bunch
Herbs	3.00 organic bunch

City Center Farmers Market Oyster Point
703 Warner Row
Newport News, VA 23606
434.797.2020
Thursdays 10 a.m.-2 p.m. (May-Sept)
<http://www.citycenterfarmersmarket.com/events>

Vegetables	
Beets	2.00 bunch
Broccoli	3.00 ct
Butterbeans (shelled)	6.25 lb
Cabbage	3.00 head
Carrots	1.50 lb
Corn (sweet)	6.00 dozen
Cucumbers	2.00-3.00 lb
Eggplant	1.00 each
Green Beans	1.75 lb
Onions (green)	1.00 bunch
Peppers (Bell)	.50-.75 each
Peppers (specialty)	1.00-3.00 pt
Potatoes	1.40-3.00 pt
Squash	1.00-1.50 lb
Tomatoes	1.50-2.00 lb
Tomatoes (cherry)	2.50 pt
Tomatillos	1.50 lb

Fruits & Berries	
Apricots	3.25 lb
Carrotaples	3.00-4.00 each
Peaches	2.00-2.25 lb

Meat	
Beef	6.50 lb
Ground	9.00 lb
Roast Cuts	17.00 lb
Steaks	17.00 lb
Chicken	10.00 each
Whole	4.50 1/4 part
Thigh/Leg	7.85 lb
Breast	7.85 lb
Bison	12.35 lb
Steaks	12.00-13.00 lb
Other Cuts	12.35-14.00 lb
Pork	5.00-6.50 lb
Chops	6.50 lb
Sausage	3.75-5.25 lb
Other Cuts	

Other	
Eggs	4.00 dozen
Herbs	2.00 bunch

Fruits & Berries	
Apples	2.50 lb
Blueberries	6.00 pt
Cherries	5.00 pt
Raspberries	5.50 pt
Strawberries	6.00 ct

Meat	
Beef	5.00-8.50 lb
Ground	5.00-12.00 lb
Roast Cuts	7.00-28.00 lb
Steaks	7.00-28.00 lb
Chicken	5.25-5.50 lb
Whole	13.50 lb
Thigh/Leg	13.50 lb
Breast	13.50 lb
Lamb	10.49 lb
Ground	11.25 lb
Chops	8.85-10.25 lb
Pork	4.95-9.00 lb
Ground	7.50-13.50 lb
Chops	6.00-6.00 lb
Sausage	6.00-6.00 lb

Other	
Eggs	6.00 dozen/6.00 organic dozen
Garlic	3.00 organic bunch
Herbs	3.00 organic bunch

Danville Market
629 Craghead Street Community Market Building
Danville, VA 24544
434.797.8961
Saturdays 7:30 a.m.-noon
Wednesdays (July-Aug.) 3-6 p.m.
www.playdanville.com/328/Farmers-Market

Vegetables	
Beets	3.00 bunch
Broccoli	1.50 head
Cabbage	.50 head (small)
Chard	2.00 organic bunch
Cucumbers	1.00 lb/1.00 organic lb
Greens	2.00 lb
Green Beans	2.00 lb
Kale	2.00 lb/2.00 organic lb
Onions (bunch)	2.00 bunch
Pears	4.00 organic qt
Potatoes	1.00 lb
Squash	1.50 lb/2.00 organic lb
Tomatoes	1.50 lb

Fruits & Berries	
Blackberries	3.00 pt
Blueberries	3.00 pt/5.00 organic pt
Peaches	2.00 1/2 dozen
Plums	5.00 pt

Meat	
Beef	6.25 lb
Roast Cuts	5.50 lb
Steaks	16.00 lb
Other Cuts	6.50 lb
Chicken	4.00 lb
Whole	4.00 lb
Lamb	10.00 lb
Chops	10.00 lb
Leg	6.00 lb
Pork	6.00 lb
Ground	6.00 lb

Other	
Eggs	3.00 dozen/5.00 organic dozen
Garlic	1.00 organic head
Herbs	1.00 organic bunch
Honey	8.00 qt

Retail Farmers' Markets June Price Summary			
Commodity	Unit	Range	Average
Apples	Pound	0.99 - 3.09	2.14
Asparagus	Pound	4.99 - 6.00	5.50
Blackberries	Pint	3.00 - 5.50	4.75
Broccoli	Pound	1.99 - 3.19	2.59
Cabbage	Pound	0.49 - 3.00	1.75
Cucumbers	Each	0.50 - 1.25	0.79
Green Beans	Pound	1.75 - 5.00	2.79
Greens	Pound	2.00 - 2.00	2.00
Peaches	Pound	1.50 - 2.99	2.27
Peas	Pound	2.99 - 3.75	3.37
Peppers	Each	0.50 - 1.50	0.85
Potatoes	Pound	0.99 - 3.75	1.85
Raspberries	Pint	5.00 - 5.50	5.40
Squash	Pound	0.99 - 3.00	2.06
Strawberries	Quart	5.00 - 6.50	5.81
Tomatoes	Pound	1.49 - 3.99	2.59
Tomatoes (Cherry)	Pint	2.50 - 5.00	3.29

Follow @VaAgriculture on Twitter for news releases, information on agricultural initiatives, food tips and more.

<https://www.vdacs.virginia.gov/pdf/fm5year.pdf>

Average Prices Collected at Virginia Retail Farmers Markets

Commodity	Unit	2014	2015	2016	2017	2018	5 Year Average
Apples	Pound	1.72	2.06	2.06	2.38	2.15	2.07
Asparagus	Pound	4.96	5.66	5.71	4.80	5.50	5.32
Blackberries	Pint	4.47	4.52	4.57	5.03	4.67	4.65
Broccoli	Pound	2.56	2.76	2.64	2.45	2.45	2.57
Butter Beans	Pound	3.62	2.95	2.69	3.50	2.91	3.13
Butter Beans (Shelled)	Pint	5.25	5.17	NA	5.20	5.90	5.38
Cabbage	Pound	0.77	0.95	1.02	1.02	1.29	1.01
Cantaloupes	Each	3.01	3.14	3.32	3.31	3.28	3.21
Cucumbers	Each	0.87	0.74	0.72	0.77	0.70	0.76
Green Beans	Pound	2.38	2.39	2.44	2.76	3.04	2.60
Greens	Pound	2.64	1.92	2.16	2.38	2.12	2.24
Peaches	Pound	2.20	2.16	2.11	2.48	2.49	2.29
Peas	Pound	2.96	2.36	2.35	2.76	2.60	2.61
Peppers	Each	0.93	0.73	0.76	0.88	0.82	0.82
Potatoes	Pound	1.58	1.70	1.67	1.81	1.90	1.73
Squash	Pound	1.66	1.82	1.81	1.99	1.94	1.85
Strawberries	Quart	5.00	5.47	4.63	5.07	5.75	5.18
Sweet Corn	Dozen	5.08	5.29	5.90	6.70	6.96	5.98
Tomatoes	Pound	2.73	2.53	2.45	2.54	2.54	2.56

Source: Virginia Department of Agriculture and Consumer Services
Virginia Market News Service, Richmond, VA 804.786.3947

<https://www.vdacs.virginia.gov/pdf/fmmeat.pdf>

Average Meat Prices Collected at Virginia Retail Farmers Markets

Commodity	Unit	2015	2016	2017	2018	Range	Mostly Range	4 Year Average
Beef (Ground)	Pound	6.90	7.25	7.16	7.48	3.00 - 9.00	6.00 - 8.25	7.20
Beef (Roast)	Pound	8.43	8.22	8.60	8.52	4.90 - 16.00	7.00 - 9.00	8.44
Beef (Steaks)	Pound	15.40	15.37	17.16	16.78	7.00 - 29.95	11.95 - 19.00	16.18
Chicken (Whole)	Pound	4.59	4.54	4.72	4.76	2.95 - 7.99	4.00 - 5.50	4.65
Chicken (Thigh/Legs)	Pound	6.38	5.94	7.17	6.59	4.25 - 13.50	4.50 - 7.99	6.52
Chicken (Breast)	Pound	10.50	10.18	11.57	10.37	4.85 - 16.99	8.50 - 13.50	10.66
Pork (Ground)	Pound	6.08	6.95	7.02	7.33	4.00 - 12.00	5.00 - 9.00	6.85
Pork (Chops)	Pound	8.46	9.06	9.35	9.37	4.59 - 20.00	6.50 - 10.75	9.06
Pork (Sausage)	Pound	7.08	7.35	7.47	7.66	3.99 - 15.00	5.00 - 8.50	7.39
Lamb (Ground)	Pound	10.17	10.26	10.95	10.39	6.00 - 18.00	9.00 - 12.00	10.44
Lamb (Chops)	Pound	15.28	15.55	16.41	12.26	8.75 - 22.99	9.98 - 17.00	14.88
Lamb (Leg)	Pound	12.06	11.91	12.48	12.23	5.00 - 22.89	10.98 - 14.00	12.17

Source: Virginia Department of Agriculture and Consumer Services
Virginia Market News Service, Richmond, VA 804.786.3947

<https://www.localharvest.org/store/>

The screenshot shows a web browser window displaying the LocalHarvest website. The browser's address bar shows the URL <https://www.localharvest.org/store/bakery.jsp>. The page features a navigation menu with options like Home, Shop, CSA, Farms, Farmers Markets, Events, Newsletter, and Photos. A sidebar on the left lists various product categories such as Seeds!, Chocolate & Desserts, Bakery, Coffee & Tea, CSA Subscriptions, Dairy & Eggs, Dried Fruits & Nuts, Fresh Fruits, Grocery and Produce, Honey / Bee Products, Meats and Shellfish, Preserves, and Syups. The main content area is titled "Bakery" and includes a "Sort by" dropdown menu set to "Alphabetical" and a "Free Shipping" checkbox. Below this, a grid of bakery items is displayed, each with a product image, name, price, and the name of the provider. The items include Organic Pumpkin Pie, Vegan Organic Pumpkin Pie, Alpine Baguette, Amaretti Cookies, Apple Cider Donuts, Apple Turnovers, Apricot Scaffins, Babka, and several other breads and pastries. The browser's taskbar at the bottom shows the time as 9:37 AM.

LocalHarvest
Real Food, Real Farmers, Real Community

Home Shop CSA Farms Farmers Markets Events Newsletter Photos

In Season
Seeds!

Shop our Catalog:
Chocolate & Desserts
Bakery
Coffee & Tea
CSA Subscriptions
Dairy & Eggs
Dried Fruits & Nuts
Fresh Fruits
Grocery and Produce
Honey / Bee Products
Meats and Shellfish
Preserves
Syups

Bakery

Sort by: Alphabetical Free Shipping 1 2 3 4 >>

ORGANIC PUMPKIN PIE
9' Organic Pumpkin Pie @ \$8.50
CSA Add-On
Community Services Unlimited

9' Vegan Organic Pumpkin Pie
9' Vegan Organic Pumpkin Pie @ \$10.00
CSA Add-On
Community Services Unlimited

Alpine Baguette
Alpine Baguette @ \$6.00
CSA Add-On
Wild Yeast Kitchen

Amaretti Cookies
Amaretti Cookies @ \$6.75
CSA Add-On
Frog Hollow Farm CSA

Apple Cider Donuts
Apple Cider Donuts @ From \$3.00
CSA Add-On
Highland Orchards Farm Market

Apple Turnovers
Apple Turnovers @ \$15.50
CSA Add-On
Frog Hollow Farm CSA

Apricot Scaffins
Apricot Scaffins @ \$14.00
CSA Add-On
Frog Hollow Farm CSA

Babka
Babka @ \$10.00
CSA Add-On
Wild Yeast Kitchen

Bakery:

9:37 AM



During the Market

Your Display



Change Product Locations Weekly



Change Tablecloth Frequently



Highlight New Items Weekly

Display Tips for Produce



Color



Baskets



Bounty

Color



Mix Up Monotone



Vary Colors



Yellow Upfront



Green Beans
2.00/lb

Ball Zucchini
1.50/lb

Green
Haricots
peas

Flowers
5.00
7.00
10.00



Create Abundance



Use Baskets



Vary Sizes based on Volume



Keep Full Looking













Photo Credit: <http://www.blogcdn.com/www.slashfood.com/media/2009/09/farmers-market-425mb091609.jpg>



Display Tips for Value Added



Arrange by Price (create sections)



Arrange by Type (savory, sweet)



Arrange by Color (like a rainbow)

Other Tips: Value Added



Place on cake stands, vary height



Display in baskets, crates



Create gift sets



Sell gift certificates, greeting cards

Build a Custom Shelf to Display Beautifully



Image Credit: [https://www.google.com/search?q=jam+display+at+farmers+market&tbm=isch&source=univ&client=firefox-b-1-d&sa=X&ved=2ahUKewil2Mqbt-bhAhVjMvKkHQ4ID_KQsAR6BAgJEA&biw=1120&bih=601#imgrc=hDeW_exPE4fSAM](https://www.google.com/search?q=jam+display+at+farmers+market&tbm=isch&source=univ&client=firefox-b-1-d&sa=X&ved=2ahUKewil2Mqbt-bhAhVjMvKkHQ4ID_KQsAR6BAgJEA&biw=1120&bih=601#imgrc=hDeW_exPE4fSAM;)

The Trouble with Meat...



Prepared Foods



Protective

Packaging



Add Labeling



Value Pricing:

1 for \$2.50; 2 for \$4.00

Flower Display Tips



Pre-made bouquets



Make Your Own



Price by size



Care instructions



Sell Vases & Cards

Use Food Grade Poly Baskets



Opt for natural, realistic look



Buy light & dark brown tones



Various shapes, for interest

Finding Food Grade Washable Baskets

The screenshot shows a web browser window with a Google search for "Polypropylene sloped Basket". The search bar is circled in red. Below the search bar, the results are categorized into "Shopping" and "Images".

Shopping Results:

Product Name	Price	Source
Small Sloped Washable ...	\$17.99	Retail Resource
Small Washable Wicker Basket ...	\$17.99	Retail Resource
Countertop Wicker Basket ...	\$8.78	Displays2go
Honey-Colored Polypropylene ...	\$89.99	WebstaurantSto... (4 stars)
Small Washable Wicker Basket ...	\$20.33	eBay

Images for Polypropylene sloped Basket:

The image thumbnails show various styles of sloped baskets: a dark metal mesh basket, a light-colored wicker basket, a light-colored polypropylene basket, a dark-colored wicker basket, a light-colored polypropylene basket, and a dark metal mesh basket.

Signage Tips



Chalkboard adds value



Read from 3 feet away



Price in 2+ locations

Signage Tips



Educate with signs



Add pictures



Add prices



Add “Did you know?” or facts

Try Nature's Pharmacy



fresh TURMERIC

something

did you know?

great in egg dishes, teas, curry, sauces & marinades

Turmeric yields 1/2 less crop than Ginger. That's why it costs twice as much as ginger. Remember, your good health is... PRICELESS.

2⁰⁰ per ounce

"you are so worth it!"

use in juice, smoothies, soups, dips, dressings, marinades, etc.

A natural anti-inflammatory with powerful antioxidant benefits.

See: www.whfoods.com (search: turmeric)

be sure to buy your weekly supply!

Stock up! just wash & freeze. Take 2 inches daily.



eat 2 inches fresh turmeric each day



Superfood
KALE 1 serving = 8 RDA Vitamin K = 2X RPA Vitamin A
 2x more antioxidants than your leafy green
 \$2 per bunch
 high in lutein, zeaxanthin, lycopene & anthraxanthene (anti-cancer)
 Vitamin C, fiber, folate, calcium



Boil, Roast, Juice
Beets & Greens fiber, folate, B6, E
 \$2 per bunch
 anti-inflammation, betaine

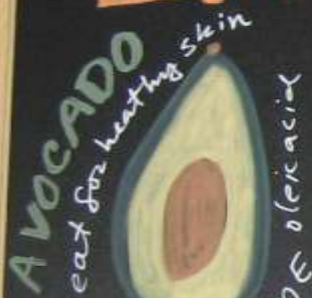


I'm Spicy like PEPPER!!!
ARUGULA \$1 per bunch
 high in Vitamins A, C, K, lutein, zeaxanthin.
 eat me 1-2x per day. Thanks.

EAT YOUR COLORS

color yourself healthy
eat 5-9 servings from

blue, yellow, red, white, green, purple groups
every day is colorful!



AVOCADO
eat for healthy skin
rich in Vitamin E, oleic acid
great for heart health



SWEET CORN
good fiber source

ginger mushrooms potatoes pears onions turnips	blackberries eggplant grapes plums	yellow peppers corn squash lemons pineapples pumpkin oranges sweet potatoes	avocados kiwi honey dew limes beans peas broccoli sprouts spinach	tomatoes strawberries watermelon beets rhubarb	blueberries damson blackberries plums figs raisins
---	---	--	--	--	---



cherry tomatoes
to fight cancer and aging...



heirloom tomatoes
high in lycopene and Vitamin A



limes
helps in healing
Vitamin C rich
red onions
immunity booster!



No Signs



Signs added



Finding Chalkboards

The screenshot shows a web browser window displaying the Hobby Lobby website. The browser's address bar shows the URL <https://www.hobbylobby.com/Crafts>. The page features the Hobby Lobby logo and a navigation menu with options like 'Shop Departments', 'Weekly Ad', and 'DIY Projects & Videos'. A search bar is also present. The main content area displays a product titled 'Chalkboard with Wood Frame - 23" x 35"'. The product is shown in a large image on the left and a smaller thumbnail below it. The price is listed as \$15.99, with a red 'SALE' tag indicating a current price of \$9.59. A '40% OFF Chalkboards, Corkboards & Dry-Erase Boards' banner is visible. The product details include a 4-star rating from 14 reviews, the brand 'Imagination Station', and the SKU '857508'. A description states that the chalkboard is suitable for home or office use and is perfect for organizing schedules, lists, and creating art. A warning icon indicates a 'CHOKING HAZARD: Small Parts. Not for children under 3 yrs.' The dimensions are listed as 23" x 35". The hanging hardware includes 1 bracket and 2 screws. A note at the bottom states that the chalkboard can be hung horizontally or vertically. The browser's taskbar at the bottom shows various application icons and the system clock displaying 9:52 AM.

Slide 1 - 4 Be Outstanding With a | X

meat display for farmers mark | X

HL Chalkboard with Wood Frame | X

Hobby Lobby Stores Inc. (US) <https://www.hobbylobby.com/Crafts> 67%

Shop Departments Weekly Ad DIY Projects & Videos

Home | Crafts & Hobbies | Painting Surfaces | Chalkboard | Chalkboard with Wood Frame - 23" x 35"

Chalkboard with Wood Frame - 23" x 35"

★★★★ 14 reviews

~~\$15.99~~ **\$9.59**

40% off Chalkboards, Corkboards & Dry-Erase Boards

Brand: Imagination Station

SKU: 857508

Chalkboards aren't just for the classroom! Add a chalkboard to your home or office to help stay organized—or just to draw on! Chalkboard with Wood Frame is perfect for keeping track of schedules, weekly meals, grocery lists, or for creating a unique chalk art design for your walls. Just use chalk or chalk markers (sold separately) to draw and write. Erase when you're finished and start all over again!

Dimensions:

- Width: 35"
- Height: 23"
- Thickness: 3/4"

Hanging Hardware:

- 1 - Bracket
- 2 - Screws

Chalkboard can be hung horizontally or vertically with

Warning: CHOKING HAZARD: Small Parts. Not for children under 3 yrs.

ADD TO CART

9:52 AM

Finding Sign Holders for Baskets

Slide 1 - 4 Be Outstanding With a | X meat display for farmers mark | X spring sign holders X +

https://www.staples.com/spring+sign+holders/directory_spring 50%

Staples

Search for all your business needs

PRODUCTS SERVICES & SOLUTIONS DEALS WORKLIFE CENTER MEMBERSHIP

spring sign holders (24 items)

No matching product found at:
84 Southgate Square Colonial Heights, VA, 23054
[Try another store](#)

Department
Literature & Sign Holders (13)

Monitor Mounts & Stands (1)

Brand
Smack! Design (3)
Deflect-O (3)
Econo (2)
FFR (6)
QualGear (1)

Color Family
















Choose a rating

Number of Bays

Literature & Sign Holder Type

Holder Style

Custom Products

 Deflect-O VersaGrip Spring Sign Holder, Black ★★★★☆	 FFR Merchandising 1605 Clip-On Extended Spring Sign ★★★★☆	 FFR Merchandising 4022 Clip-On Spring Sign Holder, Black ★★★★☆	 FFR Merchandising Round Base Extended Plastic Spring Sign ★★★★☆	 FFR Merchandising Clip-On Extended Plastic Spring Sign ★★★★☆
\$11.99	\$23.49	\$19.49	\$10.09	\$11.59
 FFR Merchandising Clip-On Extended Plastic Spring Sign ★★★★☆	 FFR Merchandising 4' Metal Clip-On Spring Sign Holder, Black ★★★★☆	 FFR Merchandising 4' Metal Clip-On Spring Sign Holder, Black ★★★★☆	 FFR Merchandising SuperGrip Green Sheet Spring Mount 2 ★★★★☆	 FFR Merchandising 4' Metal Spring Clip-On Sign Holder, Black ★★★★☆
\$15.29	\$11.99	\$10.89	\$11.89	\$10.29
				

9:56 AM

Finding Chalk Ink: www.chalkink.com

The screenshot shows a web browser window displaying the Chalk Ink website. The browser's address bar shows the URL <https://www.chalkink.com/collections/wet-wipe-markers>. The website header features the Chalk Ink logo and a navigation menu with items: SHOP NOW, MARKERS, CHALKBOARDS, CHALK ACCESSORIES, ART SUPPLIES, SAFETY MARKER, ABOUT US, and SALE. A sidebar on the left lists 'Main menu' items: Shop Now, Markers, Chalkboards, Chalk Accessories, Art Supplies, Safety Marker, About Us, and SALE. The main content area is titled 'Wet Wipe Markers' and displays a grid of six products:

- 6mm Chalk White Wet Wipe - \$3.99
- 6mm Flamingo Wet Wipe - \$3.99
- 6mm Earthy 8 Pack Wet Wipe - \$3.99 (ON SALE)
- 15mm Chalk White Wet Wipe - \$3.99
- 6mm Candy Corn Orange Wet Wipe - \$3.99
- 6mm Classic 8 Pack Wet Wipe - \$3.99

The Windows taskbar at the bottom shows the time as 10:41 AM.

Don't forget the bags



Can hang above display



Can put on shepherds hook



Can place in a basket

Easy Bag Ideas



Thoughts on Recipes



Change weekly; Write on Chalkboards



Use as many of your products as possible



Gluten Free, Smoothies, Apps, Dips, Snacks











30 min or less (prep to table)



5-10 ingredients, mostly pantry staples

Know & Practice Food Safety

FARM MARKET VENDORS : Inspected by VDACS unless vendor prepared food and samples at the market (see food service vendor)

VDACS INSPECTION REQUIRED		VDACS INSPECTION REQUIRED: UNLESS EXEMPTION CONDITIONS BELOW ARE MET					VDACS LICENSE REQUIRED
MEAT	DAIRY	ACIDIFIED CANNED FOODS *	BAKED GOODS, JAMS AND ... *	HONEY	EGGS	PRODUCE	PET TREATS
							
<p>All meat that is to be sold must be slaughtered at a USDA/state-inspected facility.</p> <p>The VDACS Office of Meat and Poultry Services (OMPS) provides free inspections for amenable species (cattle, hogs, sheep, goats, chickens, turkeys, ducks, geese, guineas, ratites and squabs).</p>	<p>All dairy products to be sold must be inspected. Sale of raw milk is prohibited.</p> <p>Sale of cheese made from raw milk must be aged at least sixty days above 35 degrees. Contact the VDACS Office of Dairy & Foods.</p>	<p>Acidified low-acid foods (pickled products, salsa, pumpkin/sweet potato butter, barbecue sauces, chow-chow, relishes, hot pepper jelly, hot sauces, garlic in oil, etc.) must achieve a pH of 4.6 or lower (verified by an electronic pH meter you purchase). Low-acid canned foods are not permitted to be made in the home.</p>	<p>Includes jams and jellies (no low-acid ingredients), candies, dried fruits/herbs/seasonings/mixes, (un)coated nuts, (flavored) vinegars, popcorn (balls), cotton candy, dried pasta, roasted coffee, dried tea, cereals, trail mixes and granola and baked goods that don't require time or temperature control.</p>	<p>Those who process & prepare honey in their private residence from hives they own, who sell less than 250 gallons of honey a year, & who do not process or sell other food products (except as noted here) are exempt from inspection.</p>	<p>Exempt from Virginia Egg Law and do not need inspection if selling less than 150 dozen of your own eggs per week or less than 60 dozen of another producer's eggs per week.</p>	<p>If you only grow and sell fresh fruits and vegetables, you do not need to be inspected.</p> <p>However, if you grow sprouts for distribution to restaurants or retail stores, you are classified as a food manufacturer and are required to be under inspection. Also note that only cultivated mushrooms can be offered for distribution to restaurants and retail stores.</p>	<p>Home/facility inspection by VDACS not required, but it is suggested to contact your local health department for any local inspection requirements.</p> <p>You must obtain licensing and permitting through VDACS. Product registration may also be required.</p>
EXEMPTIONS	LABELING	LABELING	LABELING	LABELING	LABELING	LABELING	LABELING
<p>*1,000 Bird Exemption *20,000 Bird Exemption *Custom Exemption: with permit from OMPS, allows businesses to slaughter animals, only for their own consumption, without an inspector present.</p>	<ul style="list-style-type: none"> Product Name Net Weight Ingredient Statement Name & Address of Manufacturer/Distributor Sell-by date 	<p>Completion of 'Better Process Control School' course and process approval by a processing authority strongly advised (Virginia Tech Food Innovations Program: Food Testing Services).</p> <p>Must not exceed \$3,000 in total annual gross sales for all acidified products produced.</p>	<p>The standard label must contain:</p> <ul style="list-style-type: none"> Product name Net weight Ingredient statement Name & address of manufacturer/distributor/packer Nutritional labeling (exemptions apply) List of allergens NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION <p>You must also have a label displaying the name, physical address and telephone number of the person preparing the food product and the date the food product was processed.</p>	<p>The standard label must contain:</p> <ul style="list-style-type: none"> Product name Net weight Ingredient statement Name & address of manufacturer/distributor/packer Nutritional labeling (exemptions apply) PROCESSED AND PREPARED WITHOUT STATE INSPECTION. WARNING: Do Not Feed Honey to Infants Under One Year Old 	<ul style="list-style-type: none"> Product Name (term "fresh eggs" can only be used if product meets requirement for Grade A or higher) Safe Handling Instructions Name & Address of Packer Grade (AA, A, B) or "Ungraded" if not inspected 	<p>1. Product Name 2. Intended Species 3. Quantity Statement 4. Guaranteed Analysis 5. Ingredient Statement 6. Nutritional Adequacy Statement 7. Feeding Directions 8. Name and Address of Manufacturer/Distributor</p>	
LABELING	AT MARKET	LABELING	LABELING	LABELING	AT MARKET	AT MARKET	AT MARKET
<ul style="list-style-type: none"> Product Name Net Weight List of Ingredients Name/address of Responsible Party Inspection Legend (plant number that did the work) Safe Handling Statement <p>For Custom Exemption: "NOT FOR SALE": 20,000 Bird Poultry Exemption Label, if applicable.</p>	<p>Keep frozen products frozen and other products at 41°F or lower. If storing products on ice, drain often.</p> <p>Products offered as samples should be prepped on-site or in your VDACS approved facility.</p> <p>Un-refrigerated samples may be left out for tasting no more than 4 hours (any leftovers then cannot be re-cooled or used again, they must be thrown away).</p>	<p>The standard label must contain:</p> <ul style="list-style-type: none"> Product name Net weight Ingredient statement Name & address of manufacturer/distributor/packer Nutritional labeling (exemptions apply) List of allergens NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION <p>You must also have a label displaying the name, physical address and telephone number of the person preparing the food product and the date the food product was processed.</p> <p>All acidified foods must have a unique identifying code visible to the naked eye.</p>	<p>Cover baked goods to protect them from environmental contaminants, such as flies and dirt.</p> <p>If providing samples, prepare them at your VDACS approved and inspected facility prior to arriving at the market. Cut baked goods into pieces at your inspected facility, place them on a tray, insert a toothpick into each piece, and keep the tray covered in food safe wrapping, such as plastic wrap.</p>	<p>Infused honey products are not exempted.</p>	<p>Eggs must be clean and held at 45°F or lower at all times.</p> <p>Note: Reusing egg cartons runs the risk of contamination; consider asking patrons to bring their own.</p>	<p>Most fruits and vegetables only require basic coverage for protection from outside contamination, but since, for example, cut melon, cut leafy greens and cut tomatoes are a TCS Food** (see note below), they must be held at 41F or lower. This applies to samples as well.</p>	<p>Can be sold either pre-packaged or in a bulk, self-serve style.</p>
AT MARKET			AT MARKET				
<p>Keep products at 41°F or lower</p>							
<p>Please keep your most recent VDACS inspection reports on hand with you at the market.</p>							
<p>* Exemptions: Apply to ACIDIFIED CANNED FOODS and BAKED GOODS, JAMS AND ...: Must be produced in a private home. Must be sold at farmers markets, from the private home where product is manufactured or to an individual for their own consumption. These products cannot be sold to other businesses (ie. grocery stores), for resale, on the internet or across state lines.</p> <p>You do not have to pay the \$40 annual fee to VDACS, although you are still required to comply with all applicable laws and regulations (outlined here).</p>							
<p>**Time and Temperature Controlled for Safety (TCS) Foods require temperature control because they are capable of supporting the growth of various infectious microorganisms or toxins. These foods include meats, dairy products, eggs, mushrooms, cut melons, cut tomatoes, cut leafy greens, and heat-treated plant food such as cooked rice, beans, and vegetables.</p>							



After the Market

Market Afterthoughts



Why not do a post-market email surveys?



Ask customers what products they liked



Ask what products they did not like



Give “coupon” if they respond



Summary



Planning is Needed Before Market



You are On-Stage During Market



Keep Improving after Market



Thank You & Questions

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