



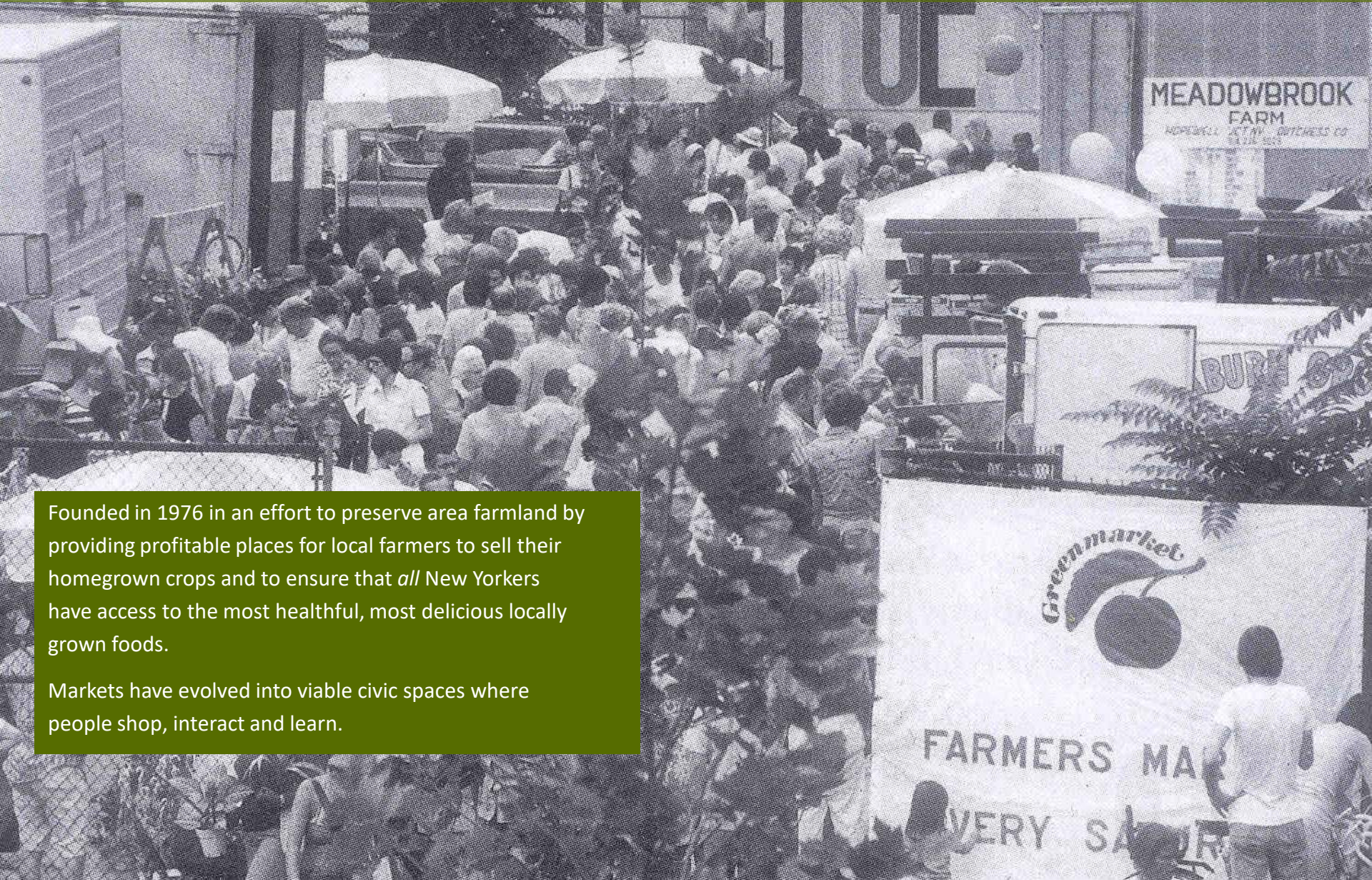
**Customer Behavior at Markets:
Tips for Increasing Sales & Customer Satisfaction**

Maria Rojas
www.grownyc.org

Greenmarket History & Mission

Founded in 1976 in an effort to preserve area farmland by providing profitable places for local farmers to sell their homegrown crops and to ensure that *all* New Yorkers have access to the most healthful, most delicious locally grown foods.

Markets have evolved into viable civic spaces where people shop, interact and learn.





Greenmarket

54 Farmers Markets throughout NYC's 5 Boroughs

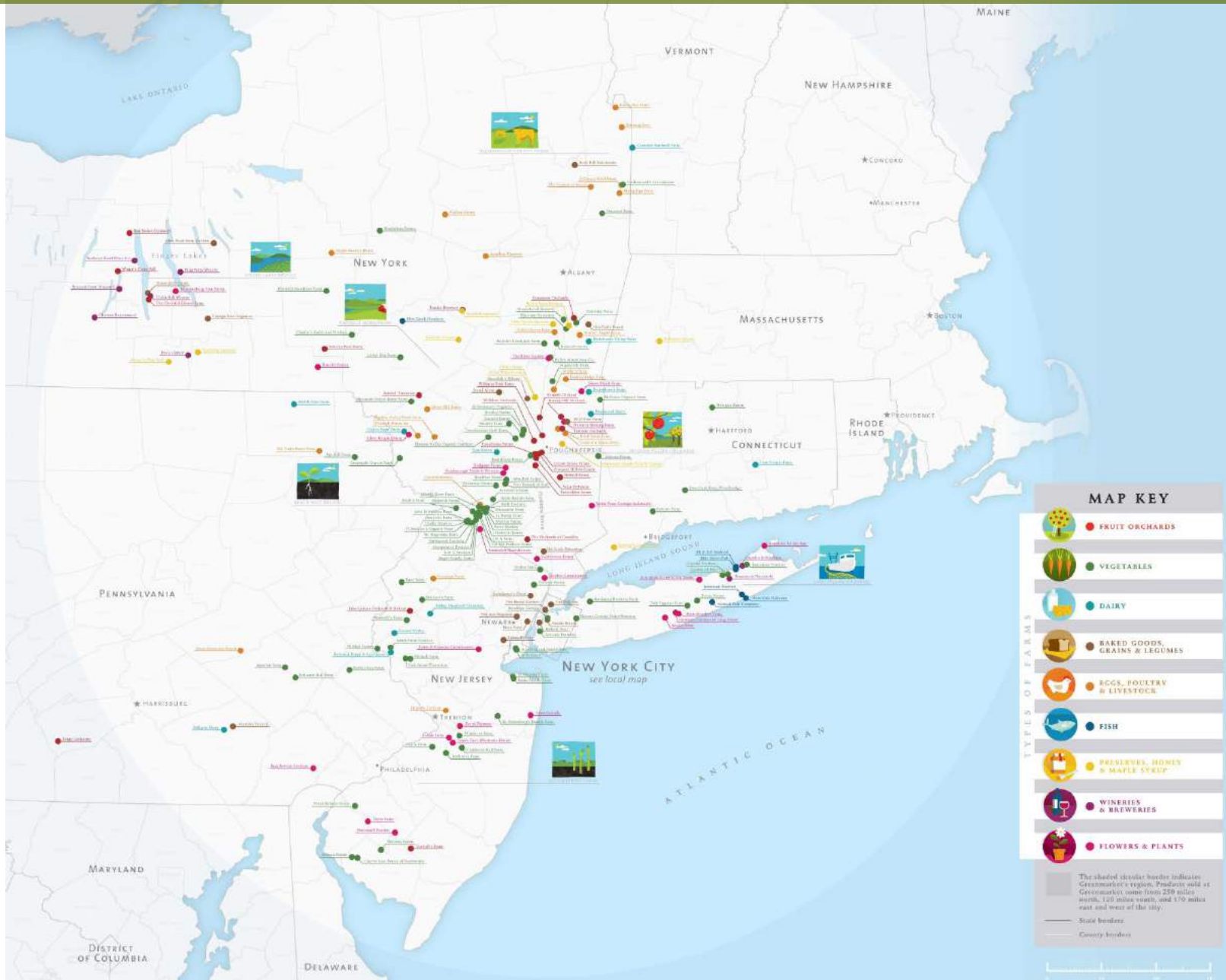
22 Year round, 2600 market days a year







Eligibility



MAP KEY

-  FRUIT ORCHARDS
 -  VEGETABLES
 -  DAIRY
 -  BAKED GOODS, GRAINS & LEGUMES
 -  EGGS, POULTRY & LIVESTOCK
 -  FISH
 -  PRESERVES, HONEY & MAPLE SYRUP
 -  WINERIES & BREWERIES
 -  FLOWERS & PLANTS
- The shaded circular border indicates Greenmarket's region. Products sold at Greenmarkets come from 250 miles north, 170 miles south, and 170 miles east and west of the city.
- State borders
County borders





FARMroots is Greenmarket's Technical Assistance Program



Beginning Farmer
Programming



Succession Planning &
Land Access



Additional Technical
Assistance

Areas of support include:

- Land and Legal Planning
- Business management
- Financial Planning
- Access to Capital
- Food Safety and Risk Management
- **Marketing and product development**



Farm to Consumer Pathways



Estimates show that of all food sold in the region, somewhere between 2-4% of that food is local





BY THE NUMBERS...

400,000 people walking through
Union Square Market in September

Only 5% are shopping



How do we get
people to buy
MORE
at the farmers
market?
market?



Marketing Enhancements for Greenmarket Farmers

Christopher Wayne *Director, FARMroots*
Maria Rojas *Project Coordinator, FARMroots*
Margaret Gifford *Marketing Specialist, FARMroots*

A project of:



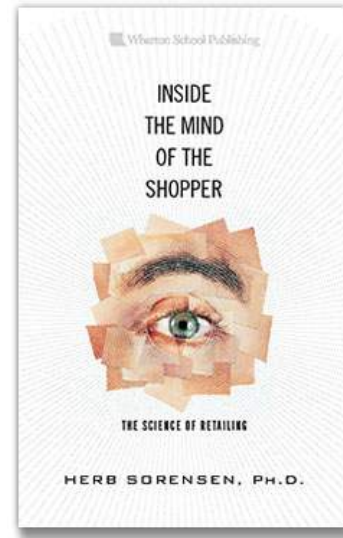
With support from:





Increased Focus on Understanding Customer Behavior

- Visual merchandizing
- Customer segmentation
- Product Development
- Customer Engagement/Service



What is your marketing strategy?
How do you measure these things?





What we measure – 3 Moments of Truth





What we measure – 3 things emerge

The average conversion rates measure the average number of people who moved from one data point to the next. In this case, the data point shows the conversion rate from total foot traffic (exposures) to impressions. On average, 31.64% of total foot traffic had an impression of the stand.

Data recording is broken up into 10-minute segments.

Our four data points are divided into sections here.

CUSTOMER: Sample							FARMROOTS DATA ONLY		
DATE: 5/13/2016		TIME: 9:38-10:38		WEATHER: 72, partly sunny					
Exposures: How many customers pass in front of the farmers stand									
1-10 MIN	10-20 MIN	20-30 MIN	30-40 MIN	40-50 MIN	50-60 MIN	NOTES	TOTAL (HR)	AVG./10 MIN	AVG. CONV. RATE
327	316	385	357	406	393	about 40% more traffic from north	2184	364.0	n/a
Impressions: A passing customer takes some notice of the farm stand through eye contact									
1-10 MIN	10-20 MIN	20-30 MIN	30-40 MIN	40-50 MIN	50-60 MIN	NOTES	TOTAL (HR)	AVG./10 MIN	AVG. CONV. RATE
77	90	159	152	143	70		691	115.2	31.64%
Considerations: The customer stops to look at the farm stand or enters into the farm stand space									
1-10 MIN	10-20 MIN	20-30 MIN	30-40 MIN	40-50 MIN	50-60 MIN	NOTES	TOTAL (HR)	AVG./10 MIN	AVG. CONV. RATE
15	20	26	27	35	32		155	25.8	22.43%
Purchases: The customer makes a purchase at the farm stand									
1-10 MIN	10-20 MIN	20-30 MIN	30-40 MIN	40-50 MIN	50-60 MIN	NOTES	TOTAL (HR)	AVG./10 MIN	AVG. CONV. RATE
7	5	10	8	12	11	only 6 apple purchases	53	8.8	34.19%

The notes section is an important place to record information, such as which products sold well, whether sampling was done, or what direction the majority of customers were coming from.

This data point shows that 22.43% of people who had an impression of the stand slowed down or stopped to consider making a purchase.



Exposures or Impressions

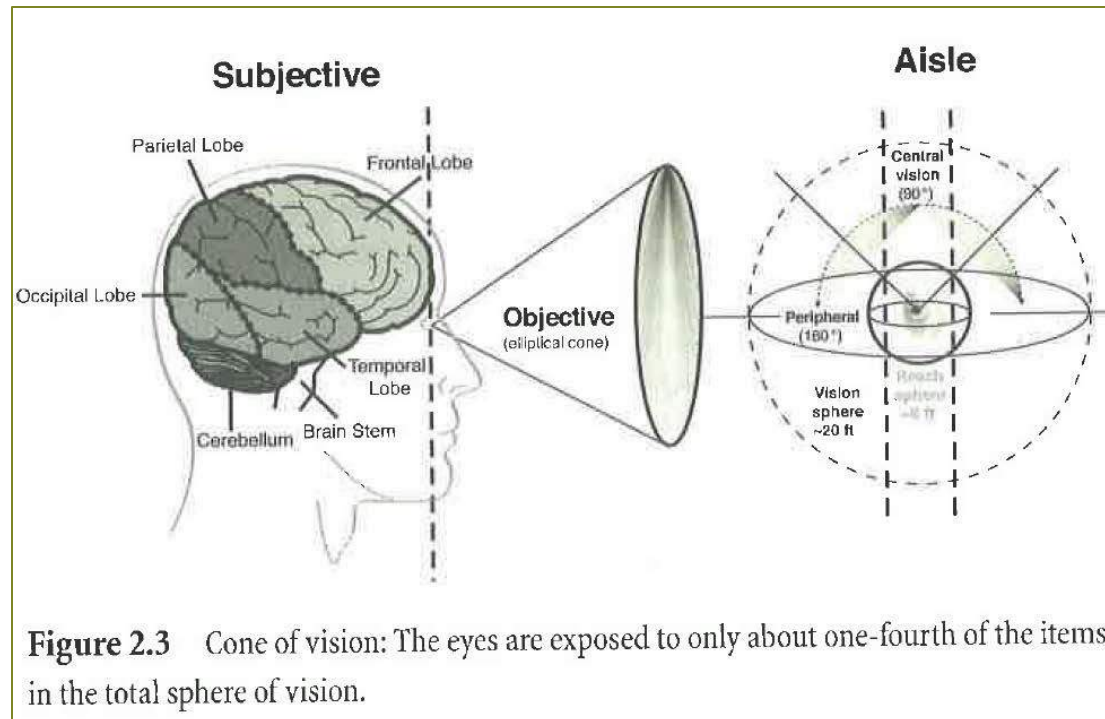
How do I get more customers to notice my product at the market?



Impressions: Three Stages of Eye Activity

The eyes...

- 1) lead the body like a pilot and steer the customer through the market
- 2) are a rapid scanner of a category or section to hone in on prime candidates for purchase
- 3) feed the sales communication to the brain, thereby closing the sale





Impressions: Eye attention is drawn to vertical strips

$\frac{3}{4}$ of the muscles in our eyes are used for horizontal movement, not vertical



Although the eye scans horizontally, visual attention is drawn by vertical strips when we are traveling.



Impressions: Guinness did it. Why don't we?

Lots of missed opportunity ...





Impressions: Guinness did it. Why don't we?

Take advantage of the vertical space at market!





Impression: Customers are drawn to layers and dimension



- Make the most of your space by using all three dimensions – height, width, and depth.
- The average customer will reach 2-3 ft into a display without feeling awkward or inconvenienced.
- Use wooden boxes or bushel baskets to create depth and height.





- Sloping displays create a sense of **greater openness** without expanding the aisle width at floor level
- The old saying “eye level is buy level” is simply not true. The **true product sweet spot** is between the waist and the shoulder.





Impressions: The eye is attracted to color blocks

- The human eye can see **blocks of color** from further away - yellow can be seen from the furthest away
- In general, put **your brightest product** out in front and on corners
- **Create contrast** – light vs. dark, rough versus smooth, large versus small – create interest and drama!
- **The color of your tent**, table cloths, and signs should also be considered.





Impressions: Blocks and bounty



Impressions: Abundance

- Heed the old saying “pile it high and watch it fly”
- Small portions give the impression of product being “picked over”.
- **Consolidate** product throughout the day
- Think “**over-flowing** baskets, boxes, crates, etc”.





Impressions: Liberate your Vegetables



Before Impression Optimization





And after



Stops/Considerations

How do I get more people to slow down and consider making a purchase at my stand?



Stops: Signage, signage, signage

- Good signage can act as a “silent sales(wo)man” and will save you valuable time.
- People don’t like to ask for a price.
- The days of writing your prices on index cards are over! Many customers are reluctant to ask the cost of items so make sure they don’t have to.
- Make sure signs are clear, neat, and informative.
- Include your logo/brand on all signs to continually promote your business.
- Use signs to describe nutritional value – but keep it short





Stops: Reducing shopper anxiety

Two types of shopper angst

1. Navigational Angst
2. Choice Angst (optimizers vs. satisfiers)



Stops: At the farmers market





Stops: Reducing Navigational Angst

Exhibit A

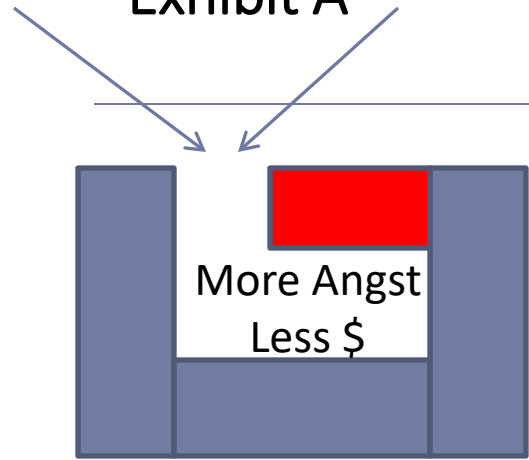


Exhibit C

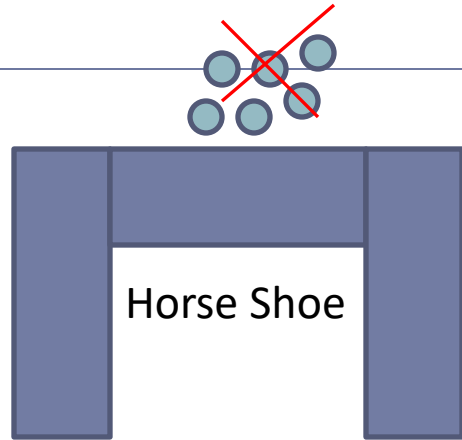


Exhibit B

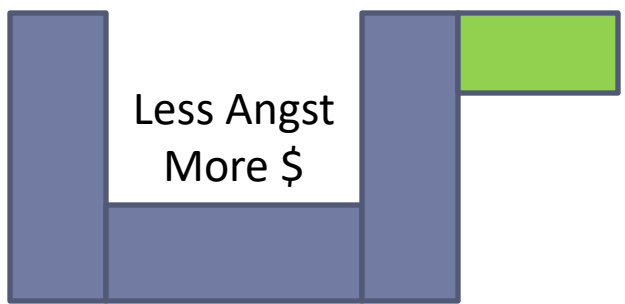
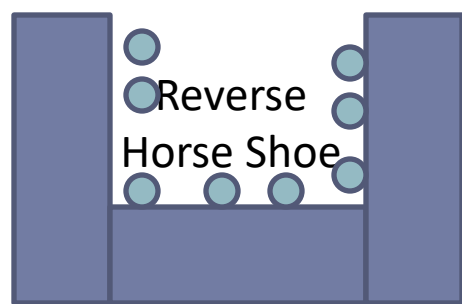


Exhibit D





Stops: Good flow

- Create **clear directional flow** for customers to follow
- Place **bags** at the entry point of your stand, and your register/cash box at the end.
- Make your space is **user-friendly**; clutter and overcrowding decrease sales.
- “By adding just a **few extra feet** to an aisle in a grocery store, **sales increased 20%**”
- Beware of “butt brush” effect





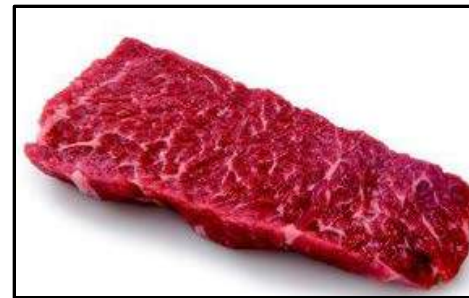
Stops: Additional sensory appeal – sampling!

- When you're salivating, you're a much less disciplined shopper.
- We buy things today, more than ever, based on trial and touch.
- Virtually all unplanned purchases, and many planned ones too, come as a result of the shopper seeing, touching, smelling or tasting something that promises pleasure, if not total fulfillment.



Stops: 2017 Food Trends

1. Fermented Foods
2. Purple vegetables
3. Vegetable "mash-ups" (broccoflower and kalettes)
4. Local/ancient grains
5. Creative Condiments
6. Cauliflower
7. Edamame
8. Olive Oil Alternatives
9. Baby/Miniature everything
10. New cuts of meat & charcuterie
11. Hemp
12. Craft beer and Mead





Stops: Identifying Product Gaps At Markets

- Dried Fruit
- Mushrooms
- Nuts
- Oils
- Black Garlic
- Shrimp
- Callaloo
- Ugu & other Nigerian Specialty crops
- Moringa
- Papalo, Hoja Santa, Guascas**
- Turmeric
- Peanuts
- Grains





Stops: Use your logo to tell your story

- Brand recognition is a massive part of grocery store retailing yet plays very little role at the farmers' market
- Consider your personal appearance. The way you look is often the way people perceive your farm.
- Consider having apparel with your farm logo or mission on it.

Main Logo



Additional packaging colors



Typefaces

BRANDON

Kafir is a fermented milk drink that has its origins in the north Caucasus Mountains. It is prepared by inoculating cow, goat, or sheep milk with kefir grains. Traditional kefir was made in bags that were hung near a doorway; the bag would be knocked by anyone passing through the doorway to help keep the milk and kefir grains well mixed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

19 February 2015

Prepared by Annemika Baemster Laverenz
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Stops: Use your logo to tell your story



SAMASCOTT
ORCHARDS





Stops: YOUR farm to MARKET table





Purchases

**How do I get people to
buy more of my
products?**



Purchase: Appealing to 3 types of shopping

1. **Quick trip** – 5 or fewer items are purchased. Most common number of items purchased in a store is 1 accounting for 16% of purchases, with quick trips generating 1/3 of all sales >>> *Grab-and-go*
2. **Fill in** – designed to fill in gaps in at-home pantry or to complete ingredients for a desired meal >>> *Recipes*
3. **Stock up** – larger, bulk purchases >>> *Preserves, larger sized items*





Purchase: “You want fries with that?”



- Make a suggestion
- Try placing potatoes next to garlic, and include a recipe card for “garlic mashed potatoes”.
- Offer multiple varieties of one product and expand the taste (and purchase quantity) of your clientele.
- Product layout should be clear and authoritative





Purchase: Let's Make a Deal

- Shoppers are guided by shallow clues ("this is cheaper than that") and latent emotions ("it just *feels* like a good deal") rather than knowledge and deliberate thinking
- Tuna Fish, 10 for \$10?
- The discount game works for everybody. The customer gets their discount dopamine hit, and you get your profit.





Purchase – Price, not as important as you think

The average customer tends to remember the price of only 4 items:



Fresh fruit



1. Product appearance
2. Ripeness/spoilage time
3. Price
4. Habit/preference
5. Seasonality
6. Nutritional content
7. Attributes



Fresh vegetables



1. Product appearance
2. Price
3. Habit/preference
4. Spoilage time
5. Seasonality
6. Preparation time required
7. Nutritional content
8. Attributes

72% of survey respondents say that **Value** is more important to than **Price**.





Purchase: Active Retailing

- Ask questions
- Share your knowledge
- Get to know them
- Let them get to know you
- Number 1 food trend this year is transparency



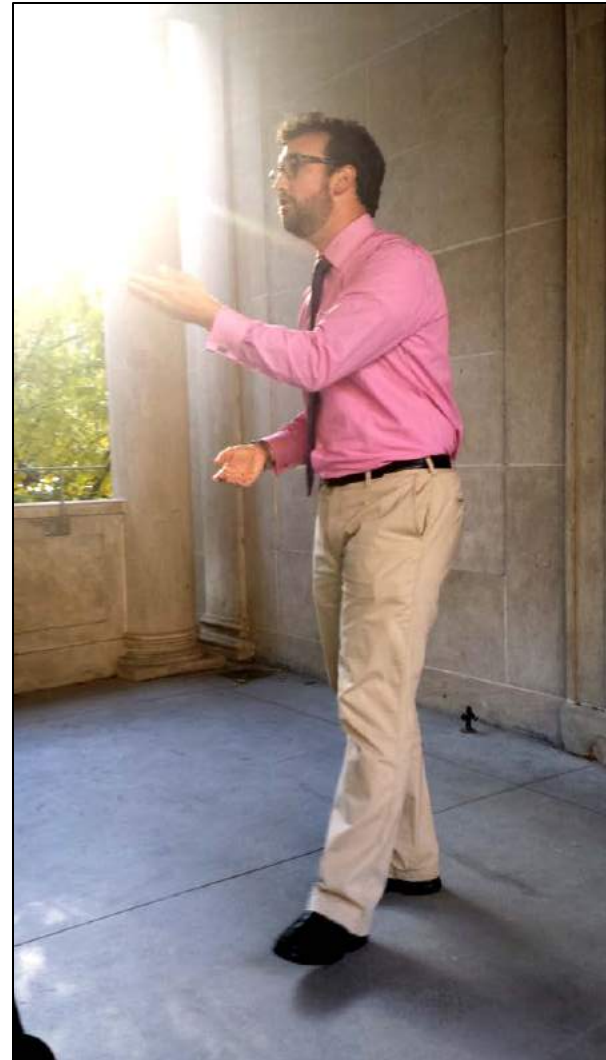


Purchase: Customer service tips from an expert

Sam Lipp, Managing Partner Union Square Hospitality Group

- Keep calm and carry on
- 10 seconds of attention
- Be a swan
- Give an SFN
- Everybody wears a sign

Dr. Maya Angelou: “People remember the way you made them feel.”





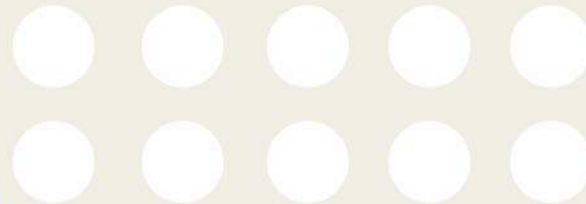
Purchase: Loyalty Program

Loyalty programs help:

- Reward loyal shoppers
- Increased purchase quantity/customer
- Increase the number of frequent shoppers
- Have customers that will act as brand ambassadors and will support your business
- Understand your customer base and their likes and dislikes
- Improve customer service



Get a free produce bag
after 10 purchases!





Purchase: Loyalty Programs

SUN FED BEEF

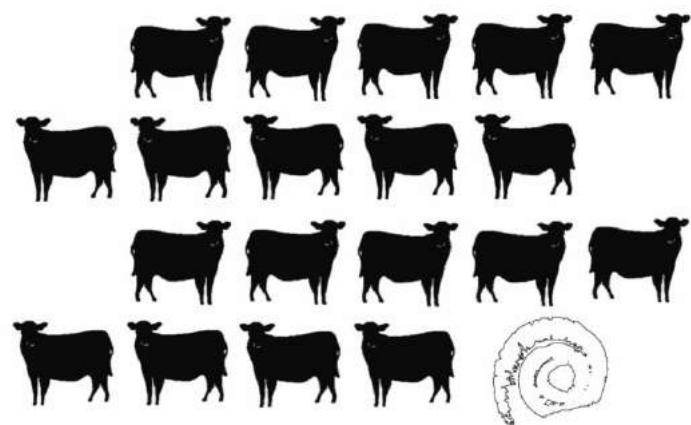


LOYALTY CARD
www.sunfedbeef.com

ESTEEMED CUSTOMER: _____

Home Grown Taste for Three Generations  No Hormones • No Antibiotics

HAVE SOME FREE BURGERS ON US ... OR SAVE UP FOR A STEAK! _____



Purchase: Certifications can set you apart

What is the certification that your customers most respect? What matters the most to your customer base? – nationally, organic continues to grow (15% increase last year)





The Importance of Record Keeping

Point of Sale (POS) Systems Make it Easy!



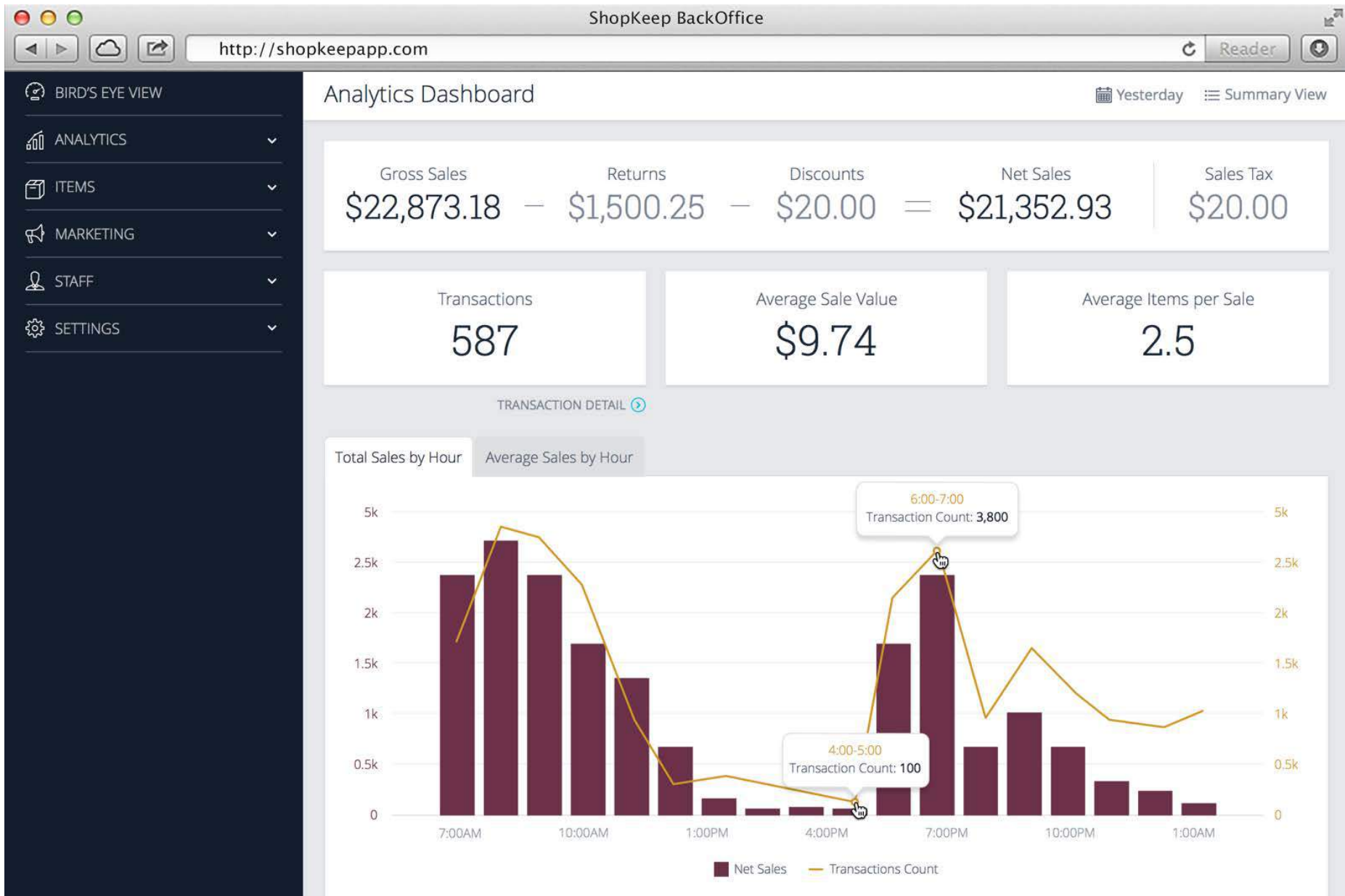


What Can Point of Sale Do for My Farm Business?



- Easy to use, intuitive interfaces
- Sales data tracking by time, product type, location, employee, and margin
- Fully integrated inventory tracking, sales, and accounting systems (quick books)
- Customer management and marketing tools, including loyalty programs, gift cards, email marketing and invoice creation
- Track effectiveness of promotions
- Staff training provided
- **Create efficiencies, save money, grow your business, and keep customers coming back!**

The Importance of Record Keeping





Looking forward with POS

- The power of POS
- POS system comparison sheet
- Credit Processing Expense Calculator

Credit Card Processor	Chase	Payline data	National Bankcard	World Pay	square	quickbooks (What you currently have)	Leaders Merchant	Leap payments	Nationwide Merchant Solutions
Cost of percentage per transaction	462	476	420	557.2	770	448	434	266	249.2
Additional cost per transaction @\$20 average transactions	350	140	266			700	252	140	112
Batching fees (cost per day)	3.2	1.6							
monthly cost of service	9.95	15	5	9.95			7.95	7.95	9.99
PCI compliance fee		8.25							
Monthly Costs	825.15	640.85	691	567.15	770	1148	693.95	413.95	371.19



Takeaways for your farm business

- Identify clear marketing goals
- Understand and define your customer base
- Define strategies and tactics
- Delineate your farm message
- Learn to track and measure for success



Thank you!

Please reach out to me with any questions or comments:

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