

The checklist: creating a memorable market

- Is our stall inviting and accessible with an attractive retail space?
- Do we have a large sign celebrating our farm?
- If open to the public, do we communicate our location, operating hours and provide directions?
- Do we communicate our farms' story and heritage with pride?
- Do we have signage for each item that we grow?
- If we don't grow some of the products, do we highlight the farm's name, its location and our relationship?
- Do we offer recipes, storage tips and interesting facts for seasonal ingredients?
- Do we provide samples?
- Do we accept debit or credit?
- Is our staff passionate and knowledgeable about our products? Do they make connections with customers?
- Do we have value-added, "take away" products?
- Do we have any partnerships with other vendors, local chefs or other businesses? Do we tell this story?
- Are we active on social media? Do we have an attractive website?

- Do we encourage our customers to engage with us? (e.g. sharing recipes, posting photos, using a #hashtag)
- Do we have unique, cohesive branding?



Got questions? Send me a note.

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