



CHAPTER SIX

Promotion Opportunities for Farmers Market

Promoting the market is an important step in the market's success. The basic goal is to inform customers about the dates, hours of operation, and location of the farmers market.

At times, promotional activities can be a source of frustration for farmers markets because budgets may be limited and results hard to measure. Regardless of budget, there are free and low-cost options for promotion. Surveys can be conducted to measure the impact of promotion efforts and inform future promotion goals. This chapter includes information on the Dot Survey method, developed specifically for farmers markets. It also includes information on five categories of promotion:

- Word-of-Mouth Promotion
- Free Promotion
- Paid Promotion
- Online Promotion
- Special Events

Creating Action

The Promotional Opportunities Worksheet located in the resources section following this chapter, provides an options list that coordinates with the promotion activities explained in this chapter. Consider holding a meeting with market participants to discuss these promotional activities. Using the worksheet to guide the meeting, the group can discuss and vote on which options will provide the greatest benefit to the farmers market.

Word-of-Mouth Promotion

Countless marketing books state that word-of-mouth advertisement is the most effective form of promotion available. How can markets create positive word-of-mouth

advertising? Strive for excellent products, presentation, and service. Customers attending the market will then have positive experiences to report to their friends and family.

Excellent Products

The freshness and quality of products served at the farmers market should be exceptional. Markets should strive to have an interesting and varied product mix. In addition to fruits and vegetables, vendors may be interested in producing products that cannot be readily purchased in traditional stores such as a specialty jam or homemade bread.

Specialty products may need a descriptive label. This communication can help prevent confusion about the use of a product. For example, many pumpkin varieties are good only for ornamental use; their fresh is too stringy for pies and other products. Some cucumbers are best used fresh, while others are meant to be used for pickling. Be sure your labels help customers select the best product for their intended use.

Consider promoting the product names and prices on matching product signs. This presents the products at the market to the customer in a professional, organized manner.

Another option for matching signs is to become a member of the South Dakota Buy Fresh Buy Local organization. It is a statewide branding effort for local foods. There are more than fifteen markets in the state that are members of the Buy Fresh, Buy Local organization. Members have access to professionally developed marketing materials such as product price signs and have the right to use them. The Buy Fresh, Buy Local logo can be combined with the market's current logo. This program allows the Buy Fresh, Buy Local logo to be seen all over the state, this branding effort helps develop confidence from consumers.



Local vendors take advantage of Buy Fresh Buy Local marketing materials. Photo by Alice Henneman, MS,RDN, University of Nebraska-Lincoln Extension, Lancaster.

Excellent Presentation

Create an attractive atmosphere at the market. Consider an entrance decorated with flowers, holiday décor or seasonal themes to create a welcoming, festive atmosphere at the market. Utilize the market logo to create a large banner to make the market colorful and easy to locate.

A clean market is also an absolute necessity. Provide trash receptacles in several locations throughout the market and keep them emptied as necessary.

Encourage vendors to create attractive displays. Host training sessions on creative, low-cost display options. Search for photos to share with vendors on tables or stalls with good product displays. Consider rewarding vendors who go above and beyond to make sure the entire market and their own stall space is well presented to the public.

Excellent Service

Market staff should be evaluating their market from the standpoint of customer service:

- Is there good signage to help customers find the market?
- Is there adequate parking?

- Can a customer sit down to rest?
- Are there restrooms nearby?
- Could you provide carts or a carryout service?
- Are the vendors friendly?

If your market wants to gauge the quality of the customer service, create a customer service survey to determine if the needs of customers are met. To increase participation, consider offering a \$2-\$5 product voucher for completed surveys to increase participation. Refer to the resources section following this chapter for the Example Dot Survey Questions for sample customer survey questions.

Market managers should try to motivate vendors to talk with customers. For example:

- What are you making for dinner this week?
- Anything special on your list today?

By doing this, farmers markets can fill social needs of community members. Encouraging a friendly environment can make the market a vibrant place that community members enjoy attending.

Vendors who are talking with customers may also find out about a product issue more quickly. Keep in mind this customer service motto, “If you’re satisfied with our products, tell your friends. If you aren’t satisfied with our products, tell us.”

Market participants with this mindset are willing solve customer service issues. For example, a customer might be frustrated with the quality of the tomatoes they purchased. However, they may not have handled the tomatoes correctly to keep great flavor. Vendors who are willing to listen to customer concerns about products can sometimes fix the problems by educating their customers.

Conclusion

Focusing on excellent products, presentation and service can provide a great customer experience at the market. Imagine if a customer attended a market with a fun, cheerful environment that provided delicious food. What is not to love? These activities will surely have customers telling their friends, family, and neighbors about their favorite farmers market.

Free Promotion

Farmers markets may have limited advertising budgets; however, there are plenty of options for promoting a farmers market. These ideas require time and coordination among the market participants, but no marketing budget.

Community Newsletters: School, business and church bulletins can be tools for spreading information about the market. Contact the people at each organization who put these newsletters together and ask to have the market selling day and time added.

Community Website: Most communities have a website with a section devoted to upcoming events. To be listed on the community website, call the city management office and ask about being added to the calendar. The city or town may also have an online business directory; ask if the market can be added to this list.

South Dakota Local Foods Directory: This is an online and printed guide provided by Dakota Rural Action. This directory can be searched by region for specific South Dakota food products, including vegetables, eggs, meats, and grains. To access this directory, visit <https://www.dakotarural.org/>.

SDSPA Farmers Market page: This is an electronic directory maintained by the South Dakota Specialty Producers Association to help consumers find local food. SDSPA also has other resources for farmers markets on their website. To access these materials and directory, visit <https://sdspecialtyproducers.org/farmers-markets/>.

Local Harvest: This is nationwide directory allows customers to find farmers markets. To access this directory visit: www.localharvest.org.

The USDA National Farmers Market Directory: This directory is maintained by the Agricultural Marketing Services (AMS); it helps the public identify U.S. farmers market locations, directions, operating times, product offerings, and accepted forms of payment. To access this directory visit: <http://search.ams.usda.gov/farmersmarkets/>.

Customer Testimonials: Customer testimonials can be an effective way to share positive experiences from the market. Ask customers of the market who are loyal and supportive to provide testimonials. They may be willing to take the time to write down the information needed for the testimonial. After they complete the form, type their response, and share it with them for final approval. Then, share the testimonial on any promotional material. For example, post the testimonial on the website or social media pages or list it on a poster. An Example Farmers Market Customer Testimonial Form can be found in the resources section following this chapter. This is a sample form to adapt for your market's needs to collect testimonials.

Paid Promotion

Coordinating these promotion ideas will require a marketing budget and volunteer efforts.

Posters: Place posters at local restaurants, gas stations and businesses. Get creative; make door hangers or posters in unique sizes and shapes.

Colorful banners and balloons: Colorful banners and balloons attract attention to the market during the selling day. Depending on the location of the market, the banners can be easily removed at the end of each selling day.

Sandwich boards at key traffic intersections: Sandwich boards can be placed at key traffic intersections to point customers toward the market location. For example, if the market is located downtown, sandwich boards could be placed by a main highway to direct traffic downtown. Each week before the selling day, a vendor could volunteer to drop off and pick up the signs. Signs on state highways need permission from the South Dakota Department of Transportation; check with local authorities about other locations.

Market newsletter: To create a newsletter, the market should get permission from the customers to collect mailing and email addresses. Traditional newsletters will require pricing printing and postage fees, but email newsletters are low-cost. Determine what content will be included in the newsletter and the publication schedule. For example, monthly, bi-monthly or during the summer selling season. A newsletter can take from several hours per issue depending on the content. Markets should consider who would donate this time and if this is a feasible option.

Radio or newspaper ad: Throughout the selling season, the market could pay for an ad on local radio or in the newspaper. The ad should contain the market name, hours



Signage along road identifies market is open for business. SDSU photo by Terry Molengraaf.

of operation, location, contact phone number and the links to social media pages or the website. If the market is non-profit, radio stations may run a public service message.

Promotional items: The list of promotional items a market could purchase is endless: T-shirts, aprons, shopping bags, magnets, pens, stickers, calendars, recipe books, and recipe cards. The days and hours of the market and contact information should be printed on all promotional items.

Large signs: Depending on the landowner or location of the market, a large metal or wooden sign could be placed at the farmers market site. This sign could be hand painted or created by a private company. The sign should have the name of the market, location, hours of operation and links to the social media pages or website. Get permission before installing a sign.

Brochures: A design and printing company can assist the farmers market with creating a brochure, or the market could create and print a brochure independently. Typically, people utilize a tri-fold design. If a market utilizes this design, be sure to consider which – will be read first. Consider adding information on products, vendor profiles, highlights, and history. Print only enough for a selling season, as information can change quickly.

Online Promotion

Websites, blogs, or social media sites such as Facebook are effective tools for promoting the farmers market. Getting started with these tools requires coordination among market participants; it may be helpful to appoint a committee or a single member to manage the online promotion. Another option is to hire a digital marketing firm to manage these outlets for the market.

It is not necessary for a market to have social media pages, a website and blog in order to be successful. However, selecting one or two electronic formats can be valuable tools for communicating with customers and vendors.

Facebook

In 2012, the social media website Facebook reached 1 billion users and businesses have been quick to follow their customers to the site. Businesses, including farmers markets, can create a Facebook page for free. Successful Facebook pages require almost daily attention. Frequent posting creates a place for interaction with customers. To start a Facebook page for a farmers market, consider appointing one person or a small committee to manage the page. Set a goal for the number of posts that will be created each week. Facebook is becoming a common promotional method for markets in South Dakota, because it is low-cost and effectively reaches customers.

Website

Market websites can be beneficial for customers and vendors. Vendor forms, market rules and other important information can be shared and stored on a website. Customers have quick access to the market location, hours of operation, mission, and vision statement and more.

In some cases, a member may volunteer to create the website. However, if no one in the group has these skills, an outside company can design and maintain the site. One way to find a web design firm is to search for websites that you like. Then, contact the site owner to see who they hired to create the website. After learning about several web design

companies, contact them to see if they could create a site for your farmers market. Be sure to compare prices and contracts.

Website Examples:

Brookings Farmers Market (<http://www.brookingsfarmersmarket.com/>)

Falls Park Farmers Market (<http://www.fallsparkfarmersmarket.com>)

Portland Farmers Market (<http://www.portlandfarmersmarket.org/>)

Kansas City Farmers Market (<http://thecitymarket.org/farmers-market/overview>)

Blog

Creating a blog is a free option with websites such as Wordpress.com or Blogger.com. However, blogs can require quite a bit of time to manage. With just two posts per week, a blog can require about two to five hours per week. There are a variety of options for blog posts: recipes of in season produce, updates on the market, profiles of individual vendors, and stories of events at the market. If the market has a Facebook or other social media page, the links to the blog posts can easily be shared on those pages. Blogs can be a good option for developing relationships with customers and providing in-depth educational information.

Conclusion

Markets should carefully consider what form of online promotion fits their needs best. Markets may not have the volunteer hours or financial resources to have a website, blog, and social media page. It is better to have one vibrant, up-to-date online promotion tool, than two or three out-of-date ones.

Most of the larger, established markets in South Dakota have a website. Recently, many of the smaller markets have been creating social media pages such as Facebook. At this time, there are very few markets with blogs. Consider what resources are available to the market to prioritize these online promotion activities.

Tips for Creating Good Content

After a market decides which type of online promotion they want to use, it is time to begin creating content. Customers will respond to engaging, fun content and it will increase the customer's loyalty to the market. Poor content, on the other hand, will reflect negatively on the market. Spelling errors, incorrect facts, and outdated information project an image of a disorganized farmers market. To create good content, follow these tips:

Create a content calendar: This can bring organization and structure to the posting schedules for social media sites or blogs; websites typically do not need frequent updating. A one-month sample content plan for a Facebook page is included in the resources section following this chapter – refer to the July Example Facebook/Social Media Posting Schedule document. Markets could modify and create their own calendar based on current events and content. Most editions of Microsoft Word have calendar templates that can be used for this purpose. In addition, content scheduling services such as Hoot Suite, can be used to schedule social media posts. At the beginning of each month, sit down and plan out what information will be posted each day or week, and who will post it. This plan will help increase the frequency and improve the quality of the content.

Display the finest: Share only the best content—not random thoughts or extra

information to fill gaps. Leave customers wanting more information. The quality of produce at a farmers market is always judged by its freshness. The same principal applies the content offered to the online community. Failure to update and provide new information regularly will lead to a lack of interest by customers

Chat up the regulars: You've probably engaged in pleasant conversation with your local grocer on occasion. You see them regularly and this relationship is often what brings you back to their business. In online promotion, personal connection is key. Making comments and sharing with those you encounter on your site often builds relationships that can and do evolve over time. Be sure to thank customers for attending and vendors for participating in the market.

Educate: Quality markets differentiate themselves from other businesses by what type of information they provide to their customers about their products. Education should be part of any online promotion. This could include how to tell when a melon is ripe or how to cook squash. The educational ideas are endless and they can help promote the market vendors as credible food producers. Ask vendors what topics they would like to use when educating customers.

Give away free samples or coupons: Giving out free samples is one way to get customers to try new products. Give away coupons or vouchers for free samples on your website. They can be redeemed at the next farmers market.

Make recommendations: Feature a different vendor on your website or social media page each week during the farmers market season. Share information about vendors and their business operation. Consider highlighting the products they sell during the season.

Share anecdotes: Sharing personal stories can be a simple tool for creating engaging content. This communication builds a connection with the customer and creates trust. Share stories about what is happening each week at the farmers market or a story about how a vendor began his or her business.

Special Events

Special events generate excitement and can increase attendance at the market. By coordinating with local media, the farmers market may also be able to gain free press about the upcoming event. Special events help develop strong community support for the market.

To organize a special event, most markets create a special event committee. Those members delegate and divide the necessary tasks for hosting the event. The following list of special events provide ideas for a farmers:

Customer appreciation day: Host a customer appreciation day and promote it well in advance. Consider hiring a local band, serving cake and punch or giving away a promotional item during the event. Pick at least one activity that will make the day different than a regular market selling day.

Cooking lessons or demonstrations: Invite a local cook or chef to attend the market. He or she could host a hands-on class, create a meal or specific recipe, or demonstrate a cooking technique. Survey market customers about which techniques they would like to learn. If necessary, charge a fee to cover the cost of the materials.

Community meal: Consider coordinating an entire meal using foods from farmers market vendors. Plan this meal in advance and invite community members. Give the event a fun name such as "Sharing the Harvest Supper" or "Celebrating the Harvest."

Master Gardener program: Consider coordinating with the SDSU Extension Master

Gardener program by inviting a master gardener to attend the market. He or she could hand out information on safe vegetable handling or possibly give a presentation. Contact an SDSU Extension Horticulture Specialist for more information.

Food donations: If market vendors have leftover produce that will not holdover until the next market, consider working with the local food bank or pantry to donate the items. Promote this donation to make customers aware of the positive impact the market is making on local hunger issues.

Garden and landscaping demonstration: If your market sells bedding plants or flowers, consider hosting a garden or landscaping demonstration. One option is to invite Master Gardeners to present. Or, consider coordinating with a local business. Arrange for a tent for the presenter and encourage them to pass out information and host a program.

Wellness Workshop: To promote a healthy living philosophy invite a local doctor, dietician, or health care professional to conduct a workshop at the market.

Celebrate the market's "birthday": This can be a fun way to draw attention to the long-term success of the market. Celebrate with cake or other traditional birthday activities. Be sure to thank customers.

Raffles: This can be a fun way to draw community members to the market. Check with the city before conducting a raffle.

Sales: Watch other retailers, such as the local grocery store for ideas, promotions, sales, and customer loyalty programs. Modify ideas to fit your market.

Customer loyalty programs: Create a punch card for a free item after five visits to the market.

Conducting Surveys

It can be challenging to measure the impact of the time and money spent on promotion. After a market has completed several promotional activities, use a survey to determine which efforts are bringing in the most new customers. Additionally, conduct surveys to learn more about the customers and help focus the next promotional activity.

Conducting surveys at a farmers market can be tricky for several reasons. People are more interested in shopping than stopping to fill out a survey. There is usually limited space for a table and chairs, and participants do not want to stand in the hot sun filling out a 5-minute questionnaire. The weather can also be an issue; windy days are not the ideal environment for conducting a survey with paper. All of these factors can lead to low participation, which can cause skewed results.

To overcome these barriers, researchers at Oregon State University created the Dot survey method for farmers markets. This method is very effective and generates good results for markets. The Dot surveys take one or two minutes, because four questions is the limit. The limited number of questions helps increase participation. Each question is listed on a large poster with possible answers in sections below. To answer a survey question, the participant places a sticker onto the poster in the section that matches with their answer.

A sample list of questions for a Dot survey is included in the resources section following this chapter (Example Dot Survey Questions). For information on how to conduct a Dot Survey visit the Oregon State University Extension Service's publication and multimedia catalog at <http://extension.oregonstate.edu/catalog> and search for "Tools for Rapid Market Assessment". This survey method can help farmers markets complete better promotional activities, understand their customers more clearly and improve

customer service. Conducting a Dot survey is fun, quick, and practical for participants. Studies have shown that 90% of shoppers are willing to complete a Dot survey (1). This is an excellent rate compared to other forms of surveys. Despite the limitation of only asking four questions, this survey can provide excellent results for markets. If a market is interested in asking more questions, repeat another Dot survey on different day.

Conclusion

Promotional activities can be effective, fun, and even low-cost. Using a combination of free, paid and online promotional activities can be an effective promotional plan for any farmers market. Without promotion, there would likely be fewer customers and sales –not a good situation for the success of the market. Thus, marketing can be a fun, rewarding task for market participants. Utilizing the Dot survey method can generate data to support the success of the promotional activities. Promoting the market and conducting surveys can improve the market. The rewards are increased sales, increased customer loyalty and a healthier market.

Sources

1. Lev, Larry, and Garry Stephenson. A Learning Approach to Strengthening Farmers' Markets. Oregon State University Extension Service, Aug. 2002. Web. 10 Nov. 2013. (<http://smallfarms.oregonstate.edu/sites/default/files/publications/techreports/TechReport5.pdf>).



Promotional Opportunities Worksheet

For more information, visit extension.sdstate.edu

Directions: Use this handout to guide discussion at a farmers market meeting. Determine which efforts your market would like to pursue and then nominate a committee or individual to begin the effort.

Free Promotional Activities

- Add market selling day and hours to community newsletters

Who could implement? _____ Target completion date: _____

- Add market selling day and hours to community calendar and business directory (online or print editions).

Who could implement? _____ Target completion date: _____

- Add market selling day and hours to South Dakota Local Food Directory.

Who could implement? _____ Target completion date: _____

- Add market selling day and hours to Dakota Flavor Directory.

Who could implement? _____ Target completion date: _____

- Add market selling day and hours to Local Harvest Directory.

Who could implement? _____ Target completion date: _____

- Add market selling day and hours to USDA National Farmers Market Directory.

Who could implement? _____ Target completion date: _____

- Collect customer testimonials

Who could implement? _____ Target completion date: _____

Paid Promotional Activities

- Create matching, laminated produce signs

Who could implement? _____ Target completion date: _____

- Provide vendors with awards for excellence

Who could implement? _____ Target completion date: _____

- Posters

Who could implement? _____ Target completion date: _____

- Colorful banners and balloons

Who could implement? _____ Target completion date: _____

- Sandwich boards style signs at key traffic intersections

Who could implement? _____ Target completion date: _____

- Market newsletter (2-3 hours/issue)

Who could implement? _____ Target completion date: _____

Radio or newspaper ad

Who could implement? _____ Target completion date: _____

Promotional items

Who could implement? _____ Target completion date: _____

Large market sign

Who could implement? _____ Target completion date: _____

Brochures

Who could implement? _____ Target completion date: _____

Online Promotion

Facebook/Social media site (1-3 hours/week)

Who could implement? _____ Target completion date: _____

Website (10-20 hours to build, 0-3 hours/week to maintain)

Who could implement? _____ Target completion date: _____

Blog (2-5 hours/week)

Who could implement? _____ Target completion date: _____

Special Events

Customer Appreciation Day

Who could implement? _____ Target completion date: _____

Cooking lessons or demonstrations

Who could implement? _____ Target completion date: _____

Community meal

Who could implement? _____ Target completion date: _____

SDSU Extension Master Gardeners program

Who could implement? _____ Target completion date: _____

Food donations

Who could implement? _____ Target completion date: _____

Garden and landscaping demonstration

Who could implement? _____ Target completion date: _____

Wellness workshop

Who could implement? _____ Target completion date: _____

Celebrate the market's "birthday"

Who could implement? _____ Target completion date: _____

Raffles

Who could implement? _____ Target completion date: _____

Sales

Who could implement? _____ Target completion date: _____

Free samples

Who could implement? _____ Target completion date: _____

Customer loyalty programs

Who could implement? _____ Target completion date: _____

Surveys

Dot Survey

Who could implement? _____ Target completion date: _____



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Example Farmers Market Customer Testimonial Form

For more information, visit extension.sdstate.edu

Farmers Market name: _____

Customer name: _____

Customer email: _____ Phone number: _____

Why do you shop at the farmers market? Please list your most important reasons below.

Describe a time when the farmers market exceeded your expectations.

Describe a time when you were very satisfied with the quality of the products at the farmers market.

Other comments:

May we use your comments in our marketing materials? Yes _____ No _____

Signature _____ Date _____

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Example Dot Survey Questions

Directions: These survey questions have successfully been used at farmers markets. Select three to four questions and utilize the dot survey method at your market. Used with permission from OSU Tools for Rapid Market Assessment.

Spending and Pricing Questions

- How much have you (or will you) spend in the farmers market today?
- Do you plan on doing additional shopping or eating downtown this morning? If yes, how much do you anticipate spending?
- On average, if a specific item costs \$1.00 in the grocery store, how much would you be willing to pay at the farmers market for a similar product produced locally?
- Has shopping at this farmers market caused you to shop at local businesses and restaurants more?

How markets attract customers and how markets can improve

- Was the farmers market your primary reason for coming downtown today?
- What is your primary reason for coming to the market today? Options: fresh produce, the atmosphere, prepared foods or crafts.
- What products would you buy if they were sold in the market? Provide options.
- What one change would you recommend to improve this market? Provide a restricted number of potential changes.
- If pastured poultry were sold in this market on a weekly basis would you change the frequency of your visits to the market? Could ask the same with grassfed beef, etc.
- What stopped you from buying more at the market today?

Geographic Pull of the Market

- Where do you live? Answer indicated by county or city.
- How far did you drive to visit the market today?

Market Attendance Questions

- How often do you shop at this market? Either use a specific number or categories.
- What advertising, if any, influences your attendance at this market?
- How did you find out about the market?
- How long have you shopped here?
- How did you travel to the market?
- What other area markets have you shopped at this season? Select all that apply.
- What time would you prefer to shop at the market? Give specific times.
- Which day would you prefer to shop at the market? Give specific days.
- Which location would you prefer for the market? List location options.

Miscellaneous Questions

- What do you prefer – answering a written questionnaire or using dots (this technique) to answer questions?
- When you have a choice between organic and non-organic produce at the market, which do you choose? (List options: organic, non-organic, both equally.)
- This year, have you encouraged anyone to shop at this farmers market? If yes, what was your one main selling point?
- What is the most important factor you use when choosing among competing products in this market?
- This summer, what will be your primary source of purchased locally produced food?



Example Facebook/Social Media Posting Schedule

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
Share a photo of market vendors	Announce market selling hours. Include produce that will be for sale.	Post a photo of vendors setting up.	Post a recipe for in-season produce.	Share a photo of produce. Thank customers for supporting the market.	Post a short profile on one of the vendors.	Share a news article relating to local foods.
7	8	9	10	11	12	13
Set up "Facebook Event" for Customer Appreciation Event on July 29	Announce market selling hours for the day. Include produce that will be for sale.	Remind customers of Customer Appreciation Event on July 29th.	Ask customers: "What fresh vegetables are you cooking with this week?"	Post a recipe for in-season produce	Ask customers: "What is your favorite food to can?"	Remind customers of customer appreciation event on July 29th.
14	15	16	17	18	19	20
Share a recipe for in-season produce	Announce market selling hours for the day. Include produce that will be for sale.	Remind customers of Customer Appreciation Event on July 29th.	Post a coupon to be redeemed at the next market.	Post a profile on one of the vendors.	Ask customers: "What is your favorite summertime vegetable?"	Post a photo of fresh produce growing on a vendor's farm
21	22	23	24	25	26	27
Ask customers, "What is your favorite food to freeze?"	Announce market selling hours for day. Include produce that will be for sale.	Ask customers: "What did you purchase yesterday at the market? Have you tried it yet?"	Announce details of the Customer Appreciation Event.	Post a recipe for in-season produce	Share a photo of fresh produce for sale at the market	Remind customers about the Customer Appreciation Event.
28	29	30	31			
Post a reminder about Customer Appreciation Event	Customer Appreciation Day! Announce market selling hours for the day.	Share photos of Customer Appreciation Event. Thank customers for attending.	Thank customers for attending and share recipe.			