



## Tips and Tricks

### **Use this event as an opportunity to:**

- Market your products, your farm and its growing practices.
- Sample your meat and produce/products to chefs and food business owners.
- Forge customer relationships with chefs and business owners.
- Take orders for your meat/produce/products.
- Learn what chefs and food business owners are seeking for their menus and inventory.

### **Making the Most of Your Experience**

- We will send you a list of the consumers registered to attend. So, please do your homework -- research the businesses that have registered -- and have an idea of a few key businesses with whom you'd like to make contact. Let us know who they are so we can get them to your table.
- Be engaging during the event -- **DON'T** sit behind your table waiting for people to come to you. Get out in front and engage potential customers. "Hi there! I'm (YOUR NAME). I grow/raise the most incredible\_\_\_\_\_! I would love to tell you more about my farm and my products.

### **What do Chefs and food business owners want to know?**

- History of your farm and your family farm story.
- Information about your growing practices -- are you using non-gmo feed?, IPM, or are you pesticide-free? Organically certified?
- A list of your products and their availability by season.
- Especially for producers who won't have fruits or veggies at the time of the event -- be sure to have a client list, so potential clients can see who is already buying your food.
  - Include testimonials from current clients

### **Things to consider before you arrive**

- Do you have an ordering system in place?
- Create brochures/literature listing your products, pricing, website, or contact information.
- Do you have a plan on how you will get your goods to restaurants or stores wishing to place orders?

## **What to Bring**

A professional looking booth will indicate to a potential customer that you are organized and can deliver the goods they need to keep their business/restaurant running smoothly.

- Have business cards or brochures with your business logo.
- Create photograph montages with your (or use laptop/ipad slideshow)
- Bring your smart phone or notecards to take notes.
- Bring ipad/laptop/order forms and a pen to take orders.
- Depending on what food you are sampling, you should consider bringing the following items: (Costco/Party City/Webstaurant.com are great sources)
  - beverage napkins
  - tasting portion cups
  - tasting portion spoons/forks
  - paper towels
  - spray cleaner
  - tongs
  - food handlers disposable gloves
  - stainless chafing dish with sterno and serving pieces.
  - thermometer (see attachment on food safety)
  - ziplock bags
  - Avoid bringing crock pots
- Use interesting items to create a beautiful display at your table -- wooden produce crates, silver trays, wicker baskets, remnant fabrics like burlap, jute, or fabric that match your company logo. If you have these items but need help setting up your booth, we're happy to help.

## **Other Tips**

- Stand out
  - Table Runner adds depth
  - Business signage
  - Add different levels (Larger items in the rear, shorter in front)
- Free Stuff!
  - Giveaways
  - Drawings
  - Certificates on first order
  - Samples!
  - Flyers, business cards, product lists
- Bring Help
  - Having an assistant allows you to take breaks
  - If no help, bring signage to let people know you'll be back
- Be friendly and welcoming
- Make eye contact, smile
- Prepare a short elevator speech
- Connect with @Farm2ForkAffair on social media before, after and during the event!