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Press Release

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FOR IMMEDIATE RELEASE
August 1, 2006

Want to Boost Sales of Your Farm-Fresh Fruits and Vegetables?

Selling fresh fruits and vegetables can be a profitable enterprise for Tennessee farmers. Consumers are increasingly seeking fresh, traceable foods. Additionally, consumers can find personal satisfaction in buying locally and supporting farmers.

Despite these consumer preferences, proper marketing is still vital to success. A strong factor in successful marketing is understanding consumer preferences. Benjamin Sanders, of the UT Center for Profitable Agriculture, says that the more a farmer understands consumer purchasing behavior, the greater his or her chances of success.

For farmers selling their fresh fruits and vegetables, Sanders recommends several basic marketing tips:

- Keep products elbow to eye level. A display is much more attractive to consumers when products are displayed within easy reach and sight
- Be friendly and courteous. When a consumer is decided whether to purchase from you or from a grocery, a positive attitude and friendly smile might be the deciding factor.
- Have all supplies on hand such as bags, change, and accurate scales. Having materials readily available fosters a more professional and customer-oriented environment.
- Provide information such as product storage ideas and recipes to customers.
- Keep containers full and avoid a “picked-over” appearance.

“A simple rule of thumb,” says Sanders, “is to imagine yourself as the customer, then identify those factors that would entice you to purchase farm fresh products. That mentality can prepare you for successful marketing of fresh fruits and vegetables.

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