

Simple Directions to making an eye-catching farmers market stand

Please note that this is only an example of ways to set up a display, be creative and use these ideas below to make your own farmers market display uniquely yours!



The Foundation: We simply used a 6 foot table, and made 2 shelves using glass blocks (top of table) and 5 gallon buckets (foot of table). A wood plank is placed on top of these foundations. The key is to have something sturdy (so it won't fall down and can hold heavy produce baskets) and within convenient reach of customers, and also to have customer's eyes look at 'staggered' heights which is very appealing to their senses. It keeps their interest and holds their attention longer on your stand.



Signage above the stand. Very important to have a tall visual cue over your table. It helps in crowded farmers markets to make your stand 'stand out!' One way to attach a sign to your table is to: Use a large clamp on each side of the table and a 1" by 2" wood piece placed on each side of the table. We used wood scraps (one is attached to the 1" by 2" piece with a L brace and screws) to stabilize the sign to the table. You could easily figure your way to secure your signage, depending on the table you are using. Again this is just one way to do it. With farmer's ingenuity, you could do something much better.



Summer display: Notice the summery feel of the display and the variety and color (blues and yellows), in spring try lavenders, butter yellow and sage green colors, fall try autumn golds, oranges, reds and forest greens. We did not hang a sign on the top level, instead we placed garlic braids and windchimes (for getting attention) and the bag holder. Re-useable blackboard signs for produce prices are used. Also note that we keep all items looking tidy, keep storage items and trash in your truck to avoid unattractive clutter near your stand.



Fall display: Here we used the top level of the table to hang a sign and herbs and the windchime. We also used a baskets at the bottom of the lower shelf for accent. The bottom shelf foundation in this case was 2 large coolers with the wood planks on top. We also painted ladybugs on five gallon buckets and used a little wagon to both transfer items from the truck and use in display. Notice how we tilted some baskets, this gives an illusion of bountifulness. Aim for making your table look "full" at all times. This can be done by starting with larger baskets, then moving to smaller baskets as items become in shorter supply. We used re-useable plastic price signs.

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Farmers Market Display Estimate of Supplies & Costs

***Please Note: This is a suggested list of materials and vendors, we do not endorse any of the vendors on this list. The prices listed are Manufacturer's Suggested Values for 2003, you can obtain similar materials at lower prices.*

Item	Vendor	Quantity	Cost/Item	Total Cost	Explanation (if applicable)
Wagon	Lowe's	1	\$ 29.00	\$ 29.00	Assist in set up/take down/display
Seasonal Tablecloths	Kmart	8	\$ 2.99	\$ 23.92	Display Unit
8 inch Glass Blocks	Lowe's	4	\$ 3.96	\$ 15.84	Display Unit
pine board for sign above table	Lowe's	2	\$ 1.98	\$ 3.96	Display Unit
Twine	Lowe's	1	\$ 1.47	\$ 1.47	Display Unit
pine board for shelf/nested tables	Lowe's	3	\$ 11.60	\$ 34.80	Display Unit
copper tubing for sign above table	Lowe's	1	\$ 6.99	\$ 6.99	Display Unit
6 foot table	Lowe's	1	\$ 44.97	\$ 44.97	Display Unit
Masking tape	Lowe's	1	\$ 1.96	\$ 1.96	Display Unit
L Braces	Lowe's	2	\$ 1.00	\$ 2.00	Display Unit
Clamps	Lowe's	2	\$ 3.00	\$ 6.00	Display Unit
Chalkboard	Michael's	1	\$ 7.59	\$ 7.59	Display Unit
Cash box	Walmart	1	\$ 21.00	\$ 21.00	Display Unit
Produce for Display and Ice	Farmers Market	1	\$ 100.00	\$ 100.00	Display, food preservation
3 inch diam PVC	Lowe's	1	\$ 8.10	\$ 8.10	Flowers and Display Unit
5 gallon buckets	Lowe's	6	\$ 3.99	\$ 23.94	Flowers and Display Unit
Ice coolers	Sams Club	2	\$ 15.00	\$ 30.00	food preservation
Package of 16-C batteries	Sams Club	1	\$ 9.00	\$ 9.00	for digital scale
Wood for small signs	Michael's	25	\$ 1.00	\$ 25.00	Presentation
Windchimes	Lowe's	2	\$ 15.00	\$ 30.00	Presentation
Easel to hold chalkboard	Michael's	1	\$ 18.00	\$ 18.00	Presentation
12 inch Bushel Baskets	Michael's	4	\$ 5.99	\$ 23.96	Presentation/Storage
Cornicopia baskets	Michael's	2	\$ 16.99	\$ 33.98	Presentation/Storage
18 inch baskets	Michael's	6	\$ 7.99	\$ 47.94	Presentation/Storage
Small Sign Holders	Michael's	25	\$ 0.50	\$ 12.50	signage
6 foot vinyl sign	Kinkos	1	\$ 75.00	\$ 75.00	signage
Colored Chalk	Michael's	1	\$ 1.00	\$ 1.00	signage
Rubber Bands	Office Depot	1	\$ 2.00	\$ 2.00	tie up bunches of produce
Raffia	Michael's	1	\$ 3.99	\$ 3.99	tie up bunches of produce
Small digital scale	Sams Club	1	\$ 50.00	\$ 50.00	weighing produce

SubTotal \$ 693.91
 North Carolina 6.5% Tax \$ 45.10
TOTAL COST \$ 739.01