

Some Fun Marketing Ideas

from Ward Sinclair and Cass Peterson of Flickerville Farm, Maryland

"Making Lemonade from Lemons!"

When a drought left Flickerville Farm swamped with golf-ball sized potatoes, they promoted them as **"Pee Wee Potatoes" in \$2 Pint Boxes.**

When they had peppers that were too small to sell individually they put 8-10 peppers of various colors into a **\$1 "Bag O' Peppers!"**

Prepackaged Kits. Peterson and Sinclair sold small but perfectly good peppers, tomatoes, onions and garlic packaged together with Basil, Oregano and a recipe card as the **"Flickerville Spaghetti Kit."**

Free samples are another great way to keep interest high and stimulate sales. "We promoted virtually every vegetable that can be eaten raw on sample trays. Our best example was garlic pesto, made from the leaves and flowerscapes of garlic plants. **Offering pesto samples on snack crackers one year helped us sell \$933 worth of garlic tops and leaves---**items that most farmers wouldn't think of taking the time to market.

"Fun Signs Sell"

Make sure all items are clearly priced and promoted with signs that entertain as well as inform. Make doing business with you fun! **Be sure to include recipes with more unusual items!**

A Flickerville Rutabega sign said: **'A favorite of the Norwegian Olympics,'** (not researched, but a pretty good bet).

The kohlrabi sign called it **'the UFO vegetable'**

A sign for healthy sized heads of bok choy said: **'they can be stir fried, made into soups, eaten raw or used as a door stop.'**

One year at 4th of July they packed together red, white and blue potatoes and called them the **"Firecracker Special."**

They bagged up Oriental greens and sold them as a **"Flickerville Stir Fry Kit"**