

## Explore Direct E-News Vol3 No7

### Retail is Detail

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## A Fresh Perspective on Retailing

This past January in Texas, the **NAFDMA** (North American Farmers' Direct Marketing Association) **Convention and Tour** highlighted best management practices from some of the top retailers in Texas. From barbeque sauce to shoes we were inundated with merchandizing know-how. Joining our tour was retailing expert, John Stanley. We had one heck of a learning experience.

**Learning from others...where do you begin?** The hardest hurdle for us to overcome was to look at each establishment from a business perspective. Not as shoppers. That's a good thing to remember as you do your own self-directed tours visiting operations and gathering ideas for your own business.

### What should you look for when touring a retail facility?

Pay careful attention to and record your thoughts on:

- ▶ **First impressions.** Is it clean, inviting, professional?
- ▶ **Merchandizing.** What's their power display? Where is it? Do they cross merchandize? How do they display and bundle their slow moving items?
- ▶ **Branding.** Is it consistent? Attractive?
- ▶ **Signage.** Do they identify 'best sellers'? Do signs help reduce questions, saving staff time?
- ▶ **Customer Flow.** North Americans shop in a counter-clock-wise direction. Your till should be on the left.
- ▶ **What is their toilet paper?** That's the product that people regularly return for. Is it in the back? It will draw people through the store if it's located in the back.
- ▶ **Category management.**
- ▶ **What is the average sale per customer?** John feels \$25/person is good for on-farm marketers.
- ▶ **Sales per square foot.** Count only where the public goes. Include aisles and display space where they shop, not storage or production areas.

If you enter a business with these questions in mind you'll never look at a retail establishment in the same way again!

### What other ideas did we bring home?

- ▶ **Cabellas**, an outdoor store, excelled at **cross merchandizing**. Notice how they sell shoes. With socks, protector, deodorizer. What complementary products can you sell alongside your main products?



Sell bedding plants in a bed! [Frederickburg's Herb Farm](#) did the obvious.



Using [fake facades](#) on buildings creates a farm atmosphere.

▶ Use music and building facades to add to the experience like at the [Das Peach Haus](#).



## Web Links

<http://www.fredericksburgherbfarm.com/>

<http://daspeachhaus.com/>

<http://www.cabelas.com>

<http://www.johnstanley.cc/index.phtml>

### Is your Net-Working?

Tumbler Ridge in the BC Peace will host the RCMP Musical Ride on July 29, 2006. They are looking for the **artisans and farmers' market vendors** in the Peace region who are interested in selling their products at this event. Contact Crys White for more information. Phone (250) 242-4499 or email [cwhite@pris.bc.ca](mailto:cwhite@pris.bc.ca)

**Calling farm direct protein producers and market managers** : We need farm direct marketers, farmers' market vendors and managers to evaluate the new *Marketing Food Safely*. This workbook and reference manual includes information on pertinent legislation and the prerequisite programs as they apply to marketing activities. Farm direct marketers who complete the 16 chapters will have a better understanding of the factors that contribute to foodborne illness and enough information to develop a food safety plan for their market or farm direct operation. Contact Karen Goad today at (780) 538-5629 or email [karen.goad@gov.ab.ca](mailto:karen.goad@gov.ab.ca) Ask about our introductory offer for approved evaluators.

The **Downtown Farmers' Market Grande Prairie** is looking for **year round food vendors**. Processors and producers are welcome. Call Tyla Klassen at (780) 814-8224 or email [gpfarmersmarket@telus.net](mailto:gpfarmersmarket@telus.net)

Final round of the **2006 Scholarship Program** awarded. Jerry Kitt, Goodfare, AB and Ted Buchan, Silver Valley, AB received scholarships to attend the BC Certified Organic Association annual conference. Darlene Cavanaugh and Patty Milligan are applying their scholarship to attend the Saskatchewan and BC Farmers' Market Associations conferences.

## Explore Direct presents ...

### Coaching Circle

This new approach to develop your on-farm market offers individualized coaching with leading industry players in an intimate learning atmosphere. Airdrie, Alberta. March 22, 2006. For information call [Lisa Sharp](mailto:Lisa.Sharp) today at (780) 679-5169. Toll free dial 310-0000 first. [http://www1.agric.gov.ab.ca/\\$department/EFE.nsf/all/efe623](http://www1.agric.gov.ab.ca/$department/EFE.nsf/all/efe623)

**Making Tabletop Sales Count**

March 21 in Grande Prairie. Meet visual merchandizer Rosemary Stefaniuk and go to trade shows and farmers' markets with a display that attracts attention. Call (780) 538-6208 to register.

**Opening Your Gates to Ag-Tourism**

March 21 at Dixonville Community Hall and March 22 in Falher. Contact Martine Bolinger at (780) 538-5633

**Country Roads Agri-Preneur Network**

Please mark **Wednesday, April 5th, 2006** on your calendars for our next Country Roads Agri-Preneur Network meeting to be held in Camrose. Topic and time will be announced at a later date. For more information please contact [marian.williams@gov.ab.ca](mailto:marian.williams@gov.ab.ca) or [lisa.sharp@gov.ab.ca](mailto:lisa.sharp@gov.ab.ca) or call 780-679-5168 (Marian) or 780-679-5169 (Lisa) . Toll free dial 310-0000 first.