

The background features a series of overlapping green triangles of varying shades, creating a mountain-like silhouette. A horizontal band of yellow-orange gradient with a textured, torn-paper edge separates the green shapes from the bottom. The text "AT THE MARKET" is centered in the yellow-orange band.

AT THE MARKET

Booth Design

- Be CREATIVE with signage and displays
- Use bright colored cloth on your table or bright colors on your signs.
- Draw attention so people 'know' your booth and remember where it is located.
- Make your booth look bountiful.

Product Display

- Off-set the height of your displays to give the appearance of abundance.
- Use false-bottoms in your displays to give the appearance of abundance.
- Mix your colors.
- Make sure your products, label and display are clean.
- Keep your food products looking fresh throughout the day! Especially important on those HOT days!

The Vendor

- Have a nice clean appearance while still looking authentic.
- If you have multiple sellers at your booth, consider a uniform such as matching shirts, hats or aprons.
- Stand at your booth. Look alert. Be amenable to your customers needs.
- Engage your customers by telling them about your products.

The Product Safe Processes

- Use a pre-approved recipe such as those from UAF Cooperative Extension Service.
 - <http://www.uaf.edu/ces/pubs/catalog/>
- Or – test your recipe for water activity and/or pH.
 - Recipe must be standardized.
 - Product testing can be done by Alaska DEC lab or UAF Cooperative Extension Service.

The Product - Sampling

- This is a great way to draw customers to your stand.
- Make sure you are providing SAFE samples.
 - Have a hand washing station at your booth to be able to wash your hands before handling any samples.
 - Prepare your samples at home and place them on a covered plate or tray if possible.
 - Cover your sample plate/tray with a plastic or mesh cover to keep the bugs and other debris off your products.
 - Have toothpicks available for the consumer. Have two clearly labeled containers for “new” and “used” toothpicks.

Use Technology

- Use social networking applications such as facebook, twitter, etc. to update the public on your products, weekly specials or any special events or markets you may be at throughout the season.
- Smart phones have applications available to allow you to take credit cards.