**Lesson Name:** Setting up a Successful Farm Stand

**Main message:** Teaching farmers what makes a successful farm stand

**Time:** 45 minutes

**Location (classroom/field):** Adaptable. If using PowerPoint, Classroom

**Audience (Level):** Beginner/Intermediate

**Literacy/Numeracy level:** low/none—all visual

**Area of learning/Subject:** Marketing

**Competencies/Skills/Core Knowledge:**

Setting up a farm stand

**Related activities:**

**Learning objectives**

***By the end of the lesson farmers will…*:**

* know three strategies for creating a good market stand, including as possibilities:

Freshness of food; Quantity of food; Pretty décor (fabric, baskets); Organization; Visible product; Price tags/signs; Friendliness of staff

* have had practice setting up the farm stand with our materials, so that they will be familiar with the process when summer comes.

**Assessment evidence**

***Farmers will demonstrate their learning by…*:**

* Critiquing the PowerPoint photos of what is good and what could be improved for each booth
* Setting up the stand independently

**Pre-teaching Concepts:**

none

**ESL words of the Lesson:**

Props—if you do the review discussion

**Teaching Tips:**

**Background Notes/Reference Materials/Supporting Documents:**

None

**Materials:**

* Table
* All the supplies for setting up a farm stand that your program uses:
  1. Baskets, fabric, price tags, vegetables from grocery store
  2. risers to tip baskets up
* PowerPoint with market photos

**Set-up:**

One table with nothing on it

PowerPoint of a variety of photos of farm stands (good and bad)

**Steps:**

*Introduction—5 minutes*

1. Start out with a discussion of why it is important to have an attractive farm stand. What makes a good farm stand or a bad farm stand? What makes someone want to shop at your farm stand? Field answers from the group. Talk about answers.

* If you have the product people want
* If that product looks good (only good veggies, fresh)
* If there is a lot of it
* ETC

1. *Review Priorities Discussion*

When we set up the farm stand we want to think about 3 things:

* + Product/Produce (Veggies)
    - only good looking veggies
    - quantity--a lot!
    - Visible, not hidden
  + Props (materials)
    - are they attractive, uniform (baskets fabric)
    - price tags are easy to see
    - bags are easy to find
  + Person (Farmer)
    - service (farmer smiling, helpful)

(Optional--Write these three things on the board)

1. *Practice setting up the market—15 minutes*

Give baskets, fabric, price tags, and vegetables to two volunteers to have them set up the farm stand together. Discuss the result. Ask the group for critiques, what is good, what could be improved (*Teaching tip—we like this format of critiquing because it teaches the skill of feedback, using the same pattern of what we ask for in farmer feedback—What did you do well this year, what could be improved” as well as IRC feedback “what was good about the program, what could be improved.”)*

Set up the table with baskets directly behind one another and ask people in the back of the room what is in them. Do the same thing but prop up baskets and ask the person in the back what they see. Talk about how it is visible and might catch people’s eyes.

*Potential topics to talk about:*

* Location of price tags
* Writing on price tags
* Variation of color of vegetables
* Full baskets versus sparsely filled baskets

1. *Friendly Farmer Roleplay—20 minutes*
   1. Have one volunteer come up to play the farm stand owner. Take them aside and tell them to be unfriendly, sit back and not give information to the customer. Have another volunteer be the customer. Tell them that they should go up and ask how much something is, or ask them other questions.
   2. Do the same activity but tell the farm stand owner to be really friendly (stand up to greet the customer, ask them if the need help, be ready with answers, offer them a bag).
   3. Talk about the difference between the two experiences, and which one people would like to shop at.
2. *PowerPoint photos—10 minutes*
   1. Go through PowerPoint showing photos of different farm stands.
   2. Ask farmers about each photo of a market stand.
   3. What is good, what could be improved?

**Alternatives**

**Reflection *What did farmers learn? How do I know? What did I learn? How will I improve my lesson next time?*:**

**Participant Evaluation**

How much did you like this activity?

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| **1** | **2** | **3** | **4** | **5** |
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| **Comments:** |  |  |  |  |

Did you feel like you learned something?

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| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
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| **Comments:** |  |  |  |  |

**Accompanying Photos:**