



NOFA Vermont Winter Market Info Cards

Promotion Guide

Winter Market Info Card with Optional Drawing Promotion:

The purpose of this project is to help you increase sales at the winter farmers markets by helping your customers feel more comfortable trying new things and eating more local food this winter. Use these cards to encourage customers to buy more than they normally would (or to buy things they normally wouldn't buy). *For instance, pointing out that you have some really tasty pork shoulder and offering some advice and an info card about braising meat may help a customer who is on the fence feel more comfortable making a purchase.*

In addition to using these cards during the winter market, you can encourage customers to post these cards to their social media, which will help to promote the market, your farm, local winter food, and will hopefully bring in *new* winter market customers. To incentivize customers, you can offer a drawing for a prize for those that post to social media, tagging your farm and #buydirect2020. See below for more details on how to run the promotion.

Here are a few other tips about using these cards:

- Display cards in plain sight so customers can easily take them.
- Hand cards out to each customer as they shop and tell them about the drawing if applicable; don't expect them to take the cards unless prompted, even when they are displayed in plain sight.
- If you are running a drawing, display the cards next to a sign with the details of the drawing. Include info about the prize you are offering, how to tag you on social media, and a reminder to use #buydirect2020.
- Review each card so you are familiar with the information you are handing out.
- If you send employees to the farmers market, make sure they are familiar with the information on the cards and comfortable promoting them.
- Post about the cards on your own social media accounts, using #buydirect2020, before the market each week.

Promotion Instructions:

Post these instructions on your table during the farmers market if you are running a drawing for a prize.

How to Participate:

1. Snap a picture of the front of this card
2. Post on social media using #buydirect2020 (your post must be public, or we won't see it!)
3. Tag us! [Insert your social media handle]
4. Post by [enter date here] to be entered into a drawing (ask your farmer for details!)

Suggested Language For Social Media and E-Newsletters:

Below you will find sample posts for the winter info cards and the promotion to share via social media.

Facebook:

Tag @NOFA-VT and #buydirect2020

Tag your farmers' market

Tag #rootedinvermont

- Are you in a winter eating rut? Stop by our booth at the farmers' market and pick up some of these info cards from @NOFA-VT. You'll get great tips on how to eat more local food all winter!
- Trying to eat more local food this winter? These info cards from @NOFA-VT can help! Stop by our booth at the farmers' market to pick yours up.
- Prize Alert! Post a photo with one of these @NOFA-VT winter eating info cards and be entered to win ___[your prize]___! Stop by our farmers' market booth for cards and details.
- Need some winter eating inspiration? Stop by our booth at the farmers' market and pick up some of these info cards from @NOFA-VT. You'll get great tips on how to eat more local food all winter and when you post a photo with a card you'll be entered to win ___[your prize]___!
- Pick up a winter eating info card from @NOFAVT at our booth at the market this weekend! These cards will give you great tips on how to eat more local food all winter and when you post a photo with it and you'll be entered to win ___[your prize]___!

Instagram:

Tag @nofavermont and #buydirect2020

Tag your farmers' market

Tag #rootedinvermont

- Are you in a winter eating rut? Stop by our booth at the farmers' market and pick up some of these info cards from @nofavermont. You'll get great tips on how to eat more local food all winter!
- Trying to eat more local food this winter? These info cards from @nofavermont can help! Stop by our booth at the farmers' market to pick yours up.
- Prize Alert! Post a photo with one of these @nofavermont winter eating info cards and be entered to win ___[your prize]___! Stop by our farmers' market booth for cards and details.
- Need some winter eating inspiration? Stop by our booth at the farmers' market and pick up some of these info cards from @nofavermont. You'll get great tips on how to eat more local food all winter and when you post a photo with a card you'll be entered to win ___[your prize]___!

- Pick up a winter eating info card from @nofavermont at our booth at the market this weekend! These cards will give you great tips on how to eat more local food all winter and when you post a photo with it and you'll be entered to win __[your prize]__!

Website, e-newsletters, etc.

- Eating local all winter can be tough, and we know it can be easy to get in a rut! This weekend, stop by our booth at the farmers' market and pick up some winter eating info cards from NOFA Vermont. These cards are designed to inspire creative winter eating and will give you great tips on how to eat more local food during these colder months.
- We're giving away __[your prize]__! This weekend, stop by our booth at the farmers' market and pick up some winter eating info cards from NOFA Vermont. These cards will give you great tips on how to eat more local food all winter. And the best part is, when you post a photo of one of these info cards at the market using #buydirect2020, you'll be entered to win a __[your prize]__!