

Farm Vendor Interview Notes

Major Microgreens/Angelita Mohammad

Focus: System to Coordinate Orders, Product Development, Direct Access

What can you tell us about your customer's eating/shopping preferences?

Grows microgreens (salad fixings); people typically eat them with lettuce or in place of lettuce, on a sandwich – with any meal that is fresh as an add-on or as a salad by itself, eat it right out of the package, might add a salad dressing; also sell quail eggs and sprouts; have a variety of customers (those who want to bring me their own containers); I'm at 5 different farmers market (Manhattan, Westchester, Beverly Hills)

How do you come up with the presentation and/or way of selling your product?

Sold in a paperbox; this has been a journey, started in plastic bags, then plastic clam shells; over concern over plastic use switched – not sure yet, also looking at glass containers for people who might consider a deposit/recycle situation (maybe some kind of hybrid packaging); also looking at sandwich bag type reusable bag – for people who don't mind paying extra

What does your advertising/marketing consist of?

None, "my mouth", tired of this approach, ready to try something new; I have an instagram account but do not use it – don't have content to share, not enough time to do it (but with everything else, if you want to do something, you make time), lack of confidence

In order to incorporate technology into the sale of your products, what do you need it to do?

I don't know; there was a grant that SEE-LA where I am fulfilling an order to fulfill an order (the first wholesale order of that size – 35 units of microgreens); I got a call/text and has been in communication about it; person to person contact, direct communication, provide education about your product (want to do flyer or website to find out about nutrition about product; product education) – spent a lot of time on this, helps convert them into customers

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

Trial and error, talking to people, try to take classes – have taken small business at PACE, search stuff on youtube; not where I want to be on how to administrate my business, its been most helpful to talk to people who own businesses

What has been the most challenging thing during the pandemic when selling your products?

Prior to pandemic, was able to sample product – the product wows you; now I have to convince people that the product is really good

Do you currently have a wholesale system? What is your capacity to fulfill large orders?

Have offered wholesale pricing based on tray, 1 tray at a time; regular customers who want more for themselves; have sold to restaurant/café before 5 units the most, **want to pick more of those customers/businesses**



Bearclaw Kitchen/Sarah Lange

Focus: Product Development, Cultural Relevance, Direct Access

What can you tell us about your customer's eating/shopping preferences?

They definitely that with my granola, they are surprised by how good it is compared to others; Hollywood market was our first direct-to-customer retail experience and it helped us figure out what people want; they want healthy and created new products: refined sugar free, others with flavor; high quality; we cultivated customers when they tried our product and loved us, sampling was great to get new customers; usually purchased to consume during the week

How do you come up with the presentation and/or way of selling your product?

We just redesigned our packaging; our packing before was a craft bag stamped with a logo, homemade; more colorful; want to give that small-batch, artisanal farmers market feel; I use local products like honey; advertise as locally-made and local-ingredients/organic – part of my talking points

What does your advertising/marketing consist of?

Pretty much all social media, haven't done sponsored posts where the bulk of my ad dollars would go to; I have a monthly marketing coach that I pay monthly; do as much Instagram – doing reels, going live; I also have an email list that I send info; I'm on FB, Instagram, sometime go on Tweeter and recently got a TikTok account but not sure how often I would use

In order to incorporate technology into the sale of your products, what do you need it to do?

I have my own eCommerce website, I would need it to have customers order from our site and drop ship to them; I don't really see my customers order ahead of time; I don't like to run out of product, make sure to stay stocked all the time

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

I didn't go to business school, wish I was a bit more business savvy; befriend other business owners; joined FB group for CPG food producers where people are asking relevant questions for small business in consumer packaged goods; sometimes I do research on the internet or chatting with other people to figure it out; I do have a budget for consultants – helped with budget, cost of ingredients, labor and helped me put together formulas to help figure out overall COGS, helped break down profit per farmers market, online, wholesale

What has been the most challenging thing during the pandemic when selling your products?

Having the time to do all of this things; I'm realizing that the key to sales is to be everywhere; I'm trying to be in front of people's faces more and have more avenues to sell my product; I have employees but they mostly do baking or sell at the markets; I do all the sourcing/procurement, marketing, etc.

Do you currently have a wholesale system? What is your capacity to fulfill large orders?

I first started selling wholesale to coffee shops; sell bulk granola to use in parfaits, or in retail bags to sell at their shops; now selling more granola bars; started selling at specialty shops and a couple of Bristol farms stores; at retail it helps more people know about your product but it is pricey; but this means people won't buy my product because they are looking for lower prices, they are price-shopping; selling at the coffee shops works because their mark-up prices aren't as high as at a regular grocery store. Sometimes I've tried to shop at the farmers market for ingredients to create my product but they tend to be pricey and/or they don't sell in the quantity I need

Comments:

It's great that SEE-LA is doing this and helping us grow; I love the Hollywood's farmers market but markets aren't my only avenue; I haven't been able to participate in the accelerator program because the application deadline is during a busy time and I don't have time to complete



Calamaki/Kostas Katsaros

Focus: Locating Buyers, Marketing, Product Development, Cultural Relevance

What can you tell about your customer's eating/shopping preferences?

People visiting customer's market (Hollywood/Altadena-online); currently no contact. They like my food and come back for the same thing every week. Sometimes get new people based on social media or curious try.

How do you come up with the presentation and/or way of selling your product?

It's a challenge, deciding how to price. Think about a combination of weight, price. Everything comes in deli caps, prepare for 1 serving or to share.

What does your advertising/marketing consist of?

Heavily on social media (Instagram) also have my own website. Also have fb/tweeter but not to busy. Also have Yelp account and use Google to advertise. Post on Instagram ½ week and daily stories, try to promote delivery, promote new items

In order to incorporate technology into the sale of your products, what do you need it to do?

Was part of the first test, received some orders. Had some issues. Need to practice more on how to receive orders. Will run one more test to figure out how to it works. It was relatively easy. **I like the idea of pre-order because it helps me organize how much food to prepare; can share pictures of what my products to help them be familiar and pick up at the market; its an easy way to sell.** Currently, people order on-line at the Hollywood market and people drive through to pick up. It's helpful to explain a little bit about your product; it's more efficient

Do you currently have a wholesale system? What is your current capacity to fulfill large orders?

Some people send pre-orders and I put aside for them to pick up. My original ideas was to make skewers, prepare in commissary guess according to what I'm selling now, usually 60 orders (can increase double if needed).

What has been the most challenging thing during the pandemic when selling your products?

Couldn't be at the market in-person, had to switch license to pre-packaged. Had to buy new equipment, get organized, hire new people to work for me. Had to figure out what new items to sell. The health department required different new permit. Making less money because markets are less busy. Had to purchase plastic containers. The commissary kitchens have become busier. The kitchen I was working at closed due to the pandemic. Had to find new space. Now the kitchen schedules one person at a time because it's small. Right now I go twice a week and depending on catering might add another day

Comments:

Good idea for vendors. Missing contact with customers but makes business easier. Makes things safer for people.



Coldwater Canyon Provisions/Rondo Mieczkowski

Focus: Technology, Direct Access

What can you tell us about your customer's eating/shopping preferences?

Some people buy things every week, out of the regular customers most buy every 2-3 weeks; every market there are new people and I have to explain what we do; quality because it taste so fresh

How do you come up with the presentation and/or way of selling your product?

It needs to be sealed, we use glass and it's heavy, but people prefer over plastic; it's not appealing and doesn't go with our look; people will buy last at the farmers market so they don't have to carry; we would probably keep the same sizes

What does your advertising/marketing consist of?

I use Instagram, we sell on Etsy; I also part of the SEE-LA program and will be setting up a website; mostly pictures and text where I tell people about products coming up and share info about which farmers market we will be at, tend to tag other food businesses or food related sites; I also post stories to promote seasonal products on how to use my product; I do marketing myself and it's mostly organic, I try to post on Thursdays and Fridays for upcoming weekend and target specific markets; some markets repost and others don't

In order to incorporate technology into the sale of your products, what do you need it to do?

I heard that there was a lot of change with the platform and it made me not interested; I would need; make me a lot of money; if a whole system is set up and I'm investing time to create/maintain an account; need to make sure customers are using it; figure out how to highlight vendors equally; it needs to be easy to use

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

Definitely talk to other business owners, not farmers owners, but mostly pre-packaged food vendors; I try to do online workshops; use the SBDC in Pasadena; do online research and try and keep up with things going on

What has been the most challenging thing during the pandemic when selling your products?

It's hard to plan ahead, things change all the time

Do you currently have a wholesale system? What is your current capacity to fulfill large orders?

The largest account we've had is Mendocino farms, we supplied strawberry rhubarb jams in 16oz jars, but during the pandemic our orders dropped; we sell wholesale to restaurants who sell products in their food; in Atwater; we plan our production a couple of weeks in advance, we make 2-3 items a week; we make things seasonally; some things are available year round; we also sell on-line; for large orders, I would need 3 weeks to 1 month pre-order

Comments:

Hopefully, the wholesale program is easy, need to figure out how retailers would pick up their orders



SEE-LA

Delmy's Pupuseria/Ruth Sandoval

Focus: Locating Buyers

What can you tell us about your customer's eating/shopping preferences?

Looking for healthier version, vegetarian option, vegan/organic options; 90% already are familiar with my product, 10% I have to educate them about my product; I'm using organic masa, it is gluten-free; they buy a lot, minimum at least 3-6 up to 12, they like to freeze them or have them ready; they are pre-packaged (can be frozen or microwaved); can be heated in toaster over; package is convenient for my customers

How do you come up with the presentation and/or way of selling your product?

I'm thinking about the environment/environmentally friendly; has to be convenient for my customer; my customers sometime bring their own containers; even though all my ingredients are natural, I get raw materials from other farm vendors to buy my veggies; my product can last up to 2 weeks; I would consider using different packaging for retail customers

What does your advertising/marketing consist of?

The only thing that I have right now Instagram, I try to post pictures and videos; it happens when I have time, I can use old pictures, or post stuff when I have time; I would love to do more; I'm in a class with SEE-LA and hope to learn more and advertise more; I also use Yelp

In order to incorporate technology into the sale of your products, what do you need it to do?

In the process of finalizing confirm account; I haven't done any orders yet; it has been super easy to start, the video was helpful guiding me step by step; now that we are opening and would want customers to call the restaurant to make orders; communication is important to make sure customers can put in their order; I am also working on building my website – this way people can order from there; I am willing to learn, customers come first – customers are like family; it's important for me to nurture my relationship with customers

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

I have a relationship with one of my friends from SAGE who has their own farm and call them for advice; I am also part of the accelerator program; it's my first time getting any training

What has been the most challenging thing during the pandemic when selling your products?

I had to lower my prices so I could work with my customers and created new deals and packages; my sales dropped by 50%; I tried to get disaster relief funds but I wasn't able to receive any funding;

Do you currently have a wholesale system? What is your current capacity to fulfill large orders?

I'm working with someone right now but it's not set in stone, I haven't done it; I would have to create a system

Comments: I feel like I have a lot of potential to partner with stores; I also have salsa that lasts a month in the refrigerator



Delvigne Croissant/Samuel Manar

Focus: System to Coordinate Orders, Marketing/Branding, Product Development, Direct Access

What can you tell us about your customer's eating/shopping preferences?

They are looking for simple product, regular baguette/croissant; something that reminds them of when they were in France; super nice quality; fresh treat; something reminds them of when they were in Paris; they usually purchase for immediate consumption – I have a lot of afternoon markets so will eat the next morning for breakfast and sometimes will buy the big loafs and will freeze it

How do you come up with the presentation and/or way of selling your product?

Everything is bagged, I use a white paper bag, use no stickers, I don't put the brand on the bags – I'm the only person; when I started my business it was pre-packaging but it takes too much time; even if I hire its an extra cost;

What does your advertising/marketing consist of?

I have a website, an on-line store; mostly word of mouth because I am the best; Instagram, I communicate with customer's directly; I pay someone to design the website; on Instagram, I post reels 1x or 2x a week, post videos, post specials or videos when I can; try to get people to pre-order; I also have Yelp; specials are based on season and holidays

In order to incorporate technology into the sale of your products, what do you need it to do?

I don't need anything because I have my on-line store; I only want to use one channel; it takes too much time to answer questions so on my online store will upload as much information; I would try to connect it to my online store

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

I talk with other business owners, I have a mentor; I used to be a banker and was in business before and loaned money for businesses

What has been the most challenging thing during the pandemic when selling your products?

Need to survive; when everything is closed, it was my only income; I had to make a move, I couldn't wait; customers were texting me orders and asking me where they could find me; the pandemic made me start the online store; I'm not really into the internet and had no choice

Do you currently have a wholesale system? What is your current capacity to fulfill large orders?

I said no to everyone; restaurants closed and had some that did not pay me; I had three restaurants and a cheese shop and they picked up from me; now I'm starting to get calls again but I'm not sure if I will; it's a different kind business where you have to produce a lot but I can't do that as a small bakery;

Comments:

My concern about the wholesale is that I work at a shared kitchen and a lot of people are trying it (online platform); figure out a way to connect it to existing website for businesses that already have online stores, etc.



SEE-LA

Drake Family Farms/Jake Finley

Focus: Capital Investment

What can you tell us about your customer's eating/shopping preferences?

I've seen some changes in preference, we started to do food education; cheese is something that seems scary to customers; we will get one of our chef's to showcase and show all the products/specialty cheeses to get customers outside of their comfort zones; it depends on the customer, with Covid, 50% of customers were return customers who come every week or couple times a month; return customers tend to buy one kind of cheese; as one of the cheese makers and can speak about the process of making cheese

How do you come up with the presentation and/or way of selling your product?

One of the things I focus on, my display and product to be appealing and coherent, put nice table cloth; like to present the product as high end, its not cheap or inexpensive but its relatively attainable at the price we sell it at; packaging is a mixture, chev's are in a tub, feta is vacuum sealed, a couple of cheeses that are wrapped in cellophane; some cheeses need specific packaging and isn't air tight for a reason so the skin on the cheese can breathe, and have the packaging be appealing; the stuff that is vacuum sealed lasts longer but isn't as nice looking; refrigeration is also a factor; customers are requesting a glass container but it poses logistics challenges (heavier, broken, harder to fit in ice chest); we are trying to be more environmentally minded

What does your advertising/marketing consist of?

We are in between, we had a marketing company that we worked with but had to part ways; just doing markets and word of mouth; we get a lot of marketing from our big customers "Mendocino Farms" and one of their menu items has our name on it; we are in process of revamping our marketing and social media

In order to incorporate technology into the sale of your products, what do you need it to do?

Not sure. We do wholesale and at the market I have some folks who will pick up their wholesale purchases. We do some online sales through Barn Door; when we do online sales, its not cost effective for us, it takes too much time for us to pack things and transport them

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

Most decisions are made from the farm owner and farm manager; farm manager comes from a corporate background; the farmers market ops I have more say in;

6. What has been the most challenging thing during the pandemic when selling your products?

n/a

Do you currently have a wholesale system? What is your current capacity to fulfill large orders?

We do wholesale and at the market I have some folks who will pick up their wholesale purchases. Some products are for individual consumption. Sometimes we get restaurant that buys things for a couple of weeks but then it peters out. I had some deals I was working on but because of Covid they fell through. At our best wholesale price we are selling \$12/lb; one of the things that is hard, I sell it in 10lb bags and only bring it to the market only if I know I have a customer for it

Comments:

One of the things we focus on is quality of product and giving them information about the product is a way to keep customers and providing a product that is consistent; we have staple products that are available year round and also offer seasonal products – keeps people interested/engaged

For getting new customers, with limited number at the market it is more difficult; a year ago I tried to work the crowd, if I see someone walking buy and saw they had a cart full of strawberry made suggestions on what to partner; tried to be engaging and sampling; Paying attention to the customer experience so they want to come back and aren't put off by my approach



SEE-LA

Friend's Ranches/Tony Thacher

Focus: Crop Planning, Business Planning, Capital Investment, Systems, Marketing

What can you tell us about your customer's eating/shopping preferences?

We have been growing citrus for over a hundred years, most of our retail customers – the market has changed because of Covid, we have segwayed from restaurants and schools to more mail order and people showing up directly at packing house. The reason we started going to farmers market is because where the people are at. Over the year we have build up clientele in Santa Monica and Hollywood, Gardena. Most customers visited the markets because of Sunday morning outing, distraction

How do you come up with the presentation and/or way of selling your product?

Some varieties don't ship well, but are tasty so we sell directly to customers in retail

What does your advertising/marketing consist of?

Wholesale customers I've been working with since the 50s, basically telling them the truth about what is available, differences in seasonality from year to year, play it straight because they can't see the product, they are very price oriented; on the retail level, we have been active in the farmers market since they started, we have learned a lot about what people want; have to listen to customer and build relationships; make 10 year projections and can't change crops easily

In order to incorporate technology into the sale of your products, what do you need it to do?

Wholesale customers usually just text us their orders; email; we live in a rural area where communication access is unreliable; we use wholesale lists to communicate with customers

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

n/a

What has been the most challenging thing during the pandemic when selling your products?

There is no sampling; since there is so much variety and product, we have to be better about describing the product; selling a lot more juice, more convenience; might not be going back to the Hollywood until after Covid and we can do sampling again.

Do you currently have a wholesale system? What is your capacity to fulfill large orders?

Now more online orders. Occasionally the restaurants would consolidate to shop at the market

-Problems at Hollywood market, too many people selling the same thing, some are new so sales went down and it didn't make sense for us so we stopped coming; people throughout Southern California are ordering even though freight costs is a majority of the pricing



SEE-LA

Microgreen Mama/Laurette Lavin

Focus: Locating Buyers, System to Coordinate Orders, Direct Access

What can you tell us about your customer's eating/shopping preferences?

A lot of people that are initially coming, they often heard of the broccoli microgreens (this has specific cancer-fighting aspects in it); over time, once people are exposed, it is educating them about other varieties and also have those qualities but are more palatable or have more "get up and go", things that you want to use on your food; people think it's expensive for what you get but compared to the bigger vegetable its more nutrient dense; there is a lot education of the customer; some people eat it as a salad on the way home or put it in a smoothie; but it is not meant to be eaten all at once, sprinkle on food throughout the week; usually though people eaten during the week, they last for 2-3 weeks because they are harvested on-site

How do you come up with the presentation and/or way of selling your product?

It's important to make it look attractive and use something simple; use burlap table cloths and trays for display, not a lot of signage; when you put nutritional benefits on signs its information overload; simple is better, a few key words; my packaging has gone through a lot of different variations, the microgreens are not going to store well in paper; the compostable plastic can only be composted at certain places so it's a gimmick – its designed to make someone feel good but doesn't work; regular plastic is good for showing the product and see it; now I put it in a cardboard box that looks like a Chinese box that is lined with paper and can store in refrigerator and last really long; there are ways to display in a store so the customer can see and maybe a picture of what is in the package; it has to be eye catching

What does your advertising/marketing consist of?

Because I only sell at the farmers market, and it's just me, I'm not looking to grow; if I could seed more trays, I can sell to restaurants – my best advertising is on Instagram but I didn't grow up wanting to put pictures of myself out there, I have a website and it's building up the markets I'm at, word of mouth and being depending; I post and upload videos of where the product is grown, show the booth, take picture of product and talk about benefits of the product; people want to know where it is grown, that it looks clean, people want to know your politics, its hard to navigate politics on social media; I finally got on FB because there is another microgreen mama in a different state and I thought I needed to have a presence; I have TikTok but don't use it

In order to incorporate technology into the sale of your products, what do you need it to do?

I don't know that the website could help me organize; maybe keeping track to see if it's profitable; I don't really have the time to break down how it works; I'm lucky because my son is a graphic designer and he has helped me with my logo, so vendors that have nice presentations get more attention, need to have personality and validity, a website design is important

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

n/a

What has been the most challenging thing during the pandemic when selling your products?

n/a

Do you currently have a wholesale system? What is your capacity to fulfill large orders?

There are a couple of chef's from the market where I will go down on the price; where I am right now, I'm able to do what I need to do to keep doing it and afford to live; as I expand, I would like to see more wholesale sales; I would work with corner markets, restaurants as they grow



Ridiculous Baking Co/Adam Leach

Focus: Planning Volume, Business Planning

What can you tell us about your customer's eating/shopping preferences?

We have two types of customers: pre-pandemic would stop by to get something for breakfast or snack on while shopping; customer who is buying stuff for the week to have at home, customer who has kids but has dietary restrictions, quick an easy to throw into lunches, maybe someone with a higher knowledge of

How do you come up with the presentation and/or way of selling your product?

Pre covid: we had a food prep license so we could display on-site out of package, a big consideration is reduced packaging and recyclable; using recyclable bags as much as possible, there is a lot of cross over between people looking for plant-based product and eco-friendly minded that determines this, must live principles, it's our mission statement

What does your advertising/marketing consist of?

Instagram, we got a decent following; most of my content is posting and some stories, haven't done reels yet but its time consuming; up until recently, we had someone on staff who would do postings and would plan it out (a few posts and stories a week); because of Covid that staff member had to be let go; now it's a little bit more spur of the moment; right now we are stagnant but not losing any follower, just not gaining new followers

In order to incorporate technology into the sale of your products, what do you need it to do?

I'd like to see some way that we can have wholesale pricing and retail pricing, a way to equitably showcase every vendor so that all vendors get visibility the same, equitable distribution of information; from a POS standpoint, something that would be very helpful – track inventory in a way that is a little more convenient; right now I use Square to track our sales but to properly do that I ask my employees to write down how much is left over, need a load sheet built into it, would reduce food waste and planning each week

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

I have degree in business

What has been the most challenging thing during the pandemic when selling your products?

Our business, maybe different than a lot of vendors, was set up to be wholesale; farmers market was a good way to advertise and do retail. Both wholesale and farm sales went down significantly; getting stuff to customers was difficult – started doing our own deliveries; some farmer markets started doing csa or boxes, it seemed like because a lot was going on, nothing really took off; the only one that got saw increase in sales was someone who goes to market to buy different things and put in a box and sell it that way; can partner with a community center to access food from markets

Do you currently have a wholesale system? What is your capacity to fulfill large orders?

60% was wholesale, we were selling to about 40 coffee shops and restaurants; between closures and wanting menus to be more accessible for delivery and take-out, our numbers went down so we merged with another bakery who was twice the size of our bakery and wanted to include a vegan/gluten-free options

Comments: California 20: 20% of grains be from California, the market helps highlight local Sometimes it's difficult to explain to the customer know why this is good and how to use; need a partner who's focused on sustainability



SZ Ranch/Steve Zaritsky

Focus: Business Planning, System to Coordinate Orders, Tech, Product Development, Culture

What can you tell us about your customer's eating/shopping preferences?

I have seen a huge change in Hollywood right now, I quite Atwater and Crenshaw; the H market is in a transformation, have 98% brand new customers – the group of customers before Covid were big on organic chicken and eggs but since our location I the market is not convenient, when they put a limit of how many people and time, everyone is shopping faster

The chicken

How do you come up with the presentation and/or way of selling your product?

Prior to Covid, I was bringing in refrigerated display case and running on a generator; after Covid, we stopped with refrigerated display cases and went to eggs only. It has been rough because new customers aren't familiar with vendors; now with eggs pack them in iced coolers then

What does your advertising/marketing consist of?

Zero. It is all word of mouth from current customers; started dropping prices to entice new customers and it has been

In order to incorporate technology into the sale of your products, what do you need it to do?

Matt sent a form and I started to fill out, get pictures uploaded. I don't do Social Media myself, I'm an old timer, that's really hard for me, I spent time on the ranch

How do you make general decisions about your business? Is there someone you consult with? What are the things you take into consideration?

No, I don't have time for workshops; it's just me, my wife, and another lady

What has been the most challenging thing during the pandemic when selling your products?

-The traffic, they close down the entrance and the exit and I'm the last tent, people can't get to me because they would have to walk further to get to me; sometimes if I'm next to a known vendor, more customers will come by but most of the time they walk past me

Do you currently have a wholesale system?

I have never had wholesale because we are certified organic; there has been relationships between markets and their vendors so they are weary of switching to new vendors; no one has ever walked up to meet from a restaurant or program; I've tried to do things myself but I don't know about Social Media and what customer's it reaching

Comments: I asked if we could switch or rotate vendors, I was told no because it would confuse customers. Now they are letting more customers in and it's been a little bit better. The reason why I quit the other markets was because of the amount of vendors who are acting as "cheaters". I don't believe that anyone else is being checked. People are claiming that they buy from someone else, repackage and resell. There is someone who every week brings different items that might be out of season. Real farmers need a better chance of selling their products. I have seen this at every market except Beverly Hills. There needs to be stricter enforcement. The State of California has a program for certified farmers. People running the market aren't giving the certified farmers the best chance. It makes me feel like people running the farmers market are in it for renting space and making money, not helping farmers. They should put all organic certified farmers in one section to be easy to find. It used to be 4-5 years ago set up that way but it changed. They had to provide proof. But now they don't separate the vendors and it doesn't make it easy for shoppers to identify where the certified organic farmers are.

Staff isn't informed about the regulations for certified farmers and what is going on. There are too many vendors for the management to keep track. There needs to be a task force to police the market with vendors.



Fresh Fruit Farms/Susana Herrera

Focus: Costumbres Culturales, Acceso Directo / Cultural Relevance, Direct Access

Que nos puede decir acerca de las preferencias de sus clientes?

What can you tell us about your customer's eating/shopping preferences?

Calidad, buen precio, amabilidad – buy fruits (cherry, apples). A veces piden recomendaciones ya que hay mucha variedad. (Quality, good prices, good customer service – they buy fruits. Sometimes they will ask for recommendations on what to buy because we carry so much variety.)

Como es que decide como presentar/empaquetar su producto?

How do you come up with the presentation and/or way of selling your product?

Se vende entera por que es mas facil; por la pandemia ya no damos samples; A la gente les gusta seleccionar, tocar pero ya no pueden. (We sell it whole because it's easier; due to the pandemic, we can't give out samples; people like to come and select the pieces, touch it but they can't right now.)

En que consiste el mercadeo para promover o vender su producto saludable?

What does your advertising/marketing consist of?

Ya que conocemos a los clientes, les damos descuentos, les damos algo extra. (Once we get to know our customers, we give them discounts and sometimes extra pieces.)

Para poder incorporar la tecnologia hacia las compras de su negocio, que necesita estar en pie?

In order to incorporate technology into the sale of your products, what do you need it to do?

Usamos apple pay y tomamos tarjetas de credito; estamos muy ocupados, y no se pensaba que necesitaria asi es que me enseñe a usar, me siento un 30% capaz. (We use Apple Pay and accept credit cards; since we are so busy, we don't think about how to incorporate technology; we would need training, I feel about 30% confident in being able to use technology.)

Que ha sido el reto mas grande durante la pandemia para vender productos saludables?

What has been the most challenging thing during the pandemic when selling your products?

Al principio, la gente no queria ir a los mercados por que decian que era peligroso; fue como volver a empezar; a veces el producto se tenia que poner mas barato; no tenemos programa de mayoreo; no hemos pensado en eso. (At first, no one was coming to the markets because they thought it was unsafe, it was like starting all over again as a business; sometimes we had to price our product lower to make sure it sold; currently we do not have a wholesale program but we have thought about it a lot.)

Comments:

Quisieramos mas Información (We would love more information about the wholesale program).

