

Selling Local Food

**Argus Farm Stop's Approach to merchandising
local produce, meat, and more**

After The Harvest Conference
September 5, 2025



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OBJECTIVES

- Learn how to receive and handle product to maintain freshness and accuracy
- Merchandising best practices
 - How we create eye catching displays to engage customers and reduce waste



Essentials Overview: Producer-Product Identity to Payouts

- Order/anticipate delivery
- Pre-processing: Receive delivery
- Processing: Cement Producer Identity with Product Identity (PPI)
- Storage and Display: maintain PPI
- Payouts: ultimate objective is for producers to be properly paid for their goods



Things To Consider When Receiving

- Treat product gently and kindly
- Food safety: temperature
- Prepared foods must come labeled
- Timeliness: avoid leaving temperature sensitive products out for too long
- Get clarity from producer on pricing and sale units (by the each? pound? quart?)
- Documentation: invoice, packing slip, intake form, etc.



Storing Product

- Try to keep products organized by producer while in storage (not by type)
- Store in appropriate environment
- FIFO (First In, First Out)
- Remember food safety

Fridge & Freezer

Walk-in fridge (cold box)

- Produce
- Dairy/Eggs

Walk-in freezer

- Meat
- Some prepared foods

Dry Storage

Back-of-store shelving/shed/etc.

- Canned goods
- Non-refrigerated produce
- Artisan goods

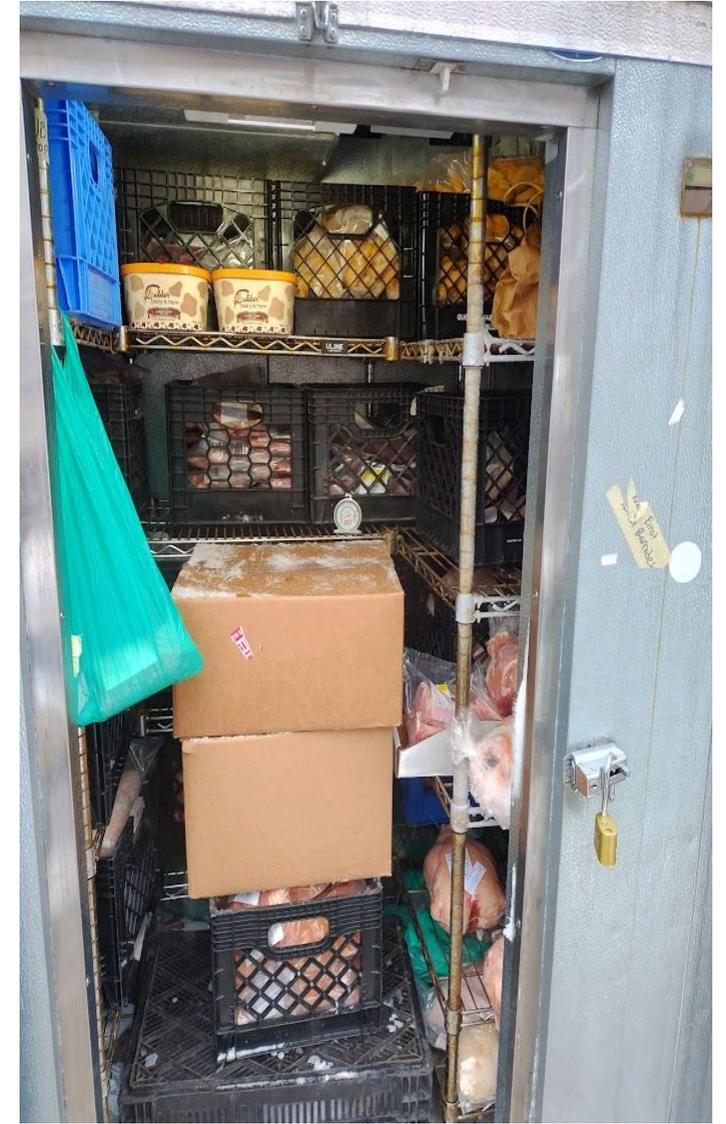
Straight to the Floor

- Some prepared foods
- Bread & pastry
- Things with low inventory/stock

Cold Storage Dry Storage



Freezer

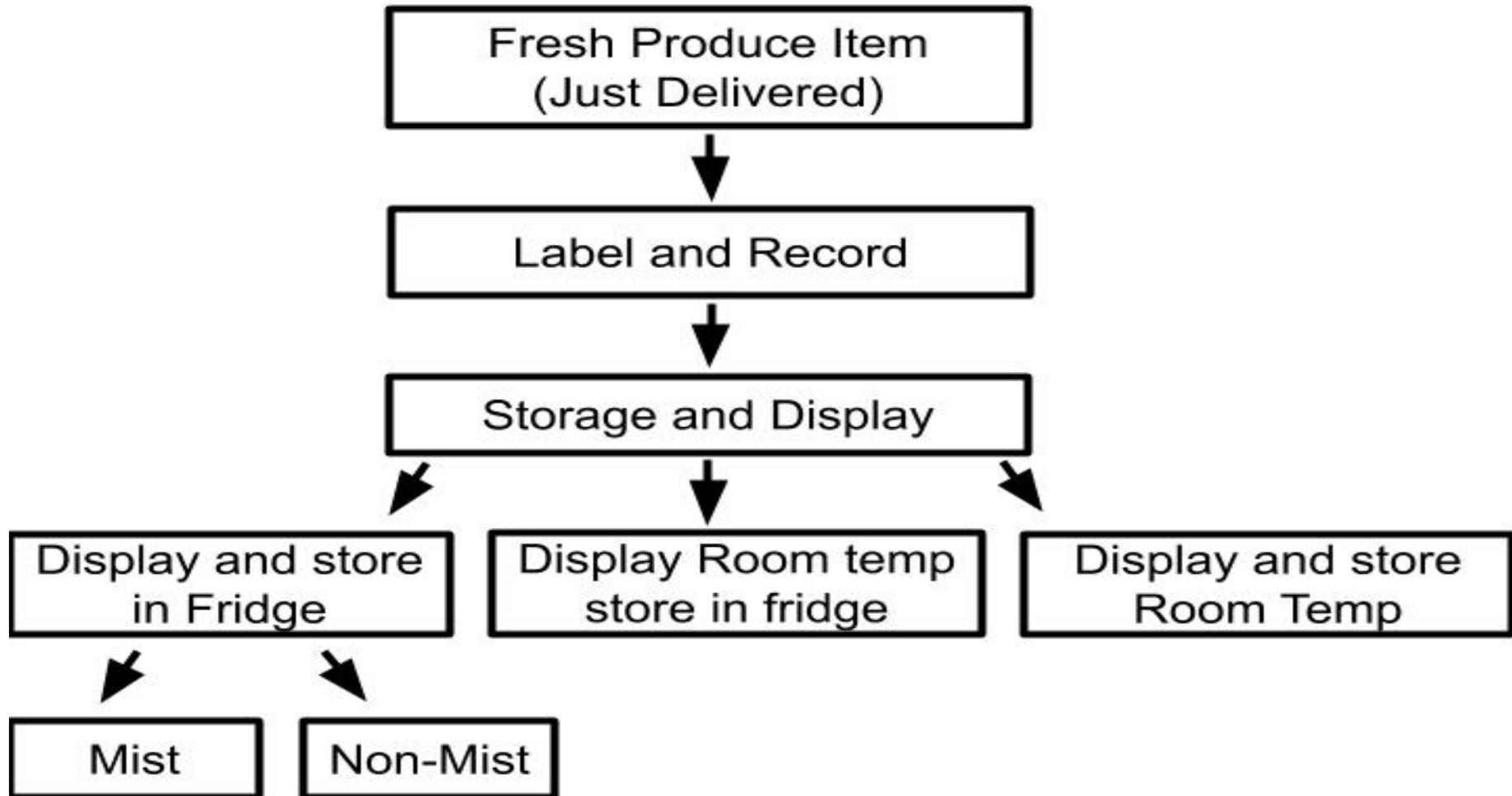


Argus Produce Stewardship

- Consignment producers own their goods until point of purchase
- Our job is to market farmers' produce for them
- Our roles and responsibilities are involved and deeply connected
- We put ourselves in the shoes of the Farmer at the market when making merchandising decisions



Display and Storage Flowchart





Produce Environments

FRESH PRODUCE

Non Mist

Mist Zone

FRESH PRODUCE

Non Mist

Mist Zone

Main Produce Categories

Salad	Cooking	Convenience
<ul style="list-style-type: none">● Salad Mix● Head Lettuce● Carrots● Radishes● Cucumbers● Etc.	<ul style="list-style-type: none">● Kale● Broccoli● Zucchini● Eggplant● Bell Peppers● Sauce Tomatoes● Etc.	<ul style="list-style-type: none">● Berries● Apples● Peaches● Snap Peas● Pre-made Salads● Snacking Peppers● Etc.

FRESH PRODUCE



Cooking

Salad



Convenience items placed in hot spot by register

Register this way

Merchandising Tips & Tricks

- Group like items together
- Think about color
- Think about seasonality
- Create the WOW factor
- Utilize hot spots
- Illusion of abundance
- Pile 'em high, Watch 'em fly
- Cross-merchandising
- Four-foot displays
- Neat and clean



FRESH PRODUCE

Cooking

Salad

Grilling Veggies
(eggplant, zucchini, peppers)

Cabbage &
Cauliflower

Microgreens

Root
Vegetables

Carrots &
celery

Salad Greens

Cooking Greens
(kale, collards, chard)

Head
lettuce



Display Don't

- Monochromatic
- Poorly organized
- No highlighting of what's in season



August 2020

Display Dos!

Colorful, seasonal bounty prominently displayed

Like items together

Signs fit in spaces between shelves where no product is displayed

Bunches all facing the same direction and filling vertical space

December

Creating Abundance

Empty baskets moved to edges and bounty pushed to middle

Displays stacked tall to fill space vertically

Wide displays to fill space horizontally



Unique Challenges of Merchandising Local Food on Consignment

- Non-uniform produce
- Seasonal variability
- Constantly changing selection
- Keeping displays separated by farm



Note on Food Waste

- Appropriate ordering
- Beautiful, bountiful displays
- Proactive culling
- First in, first out
- Containerize when appropriate
- Caution on selling seconds
- Donate to your local food bank



Prime Spots or “Hot Spots”

- High Traffic Areas
- Easy to Grab
- Highly Visible
- Close to Registers
- Eye Catching
- Display the Season's Best Offerings
- Desirable Products
- Encourage Impulse Purchasing





Eye Catching Produce Deck

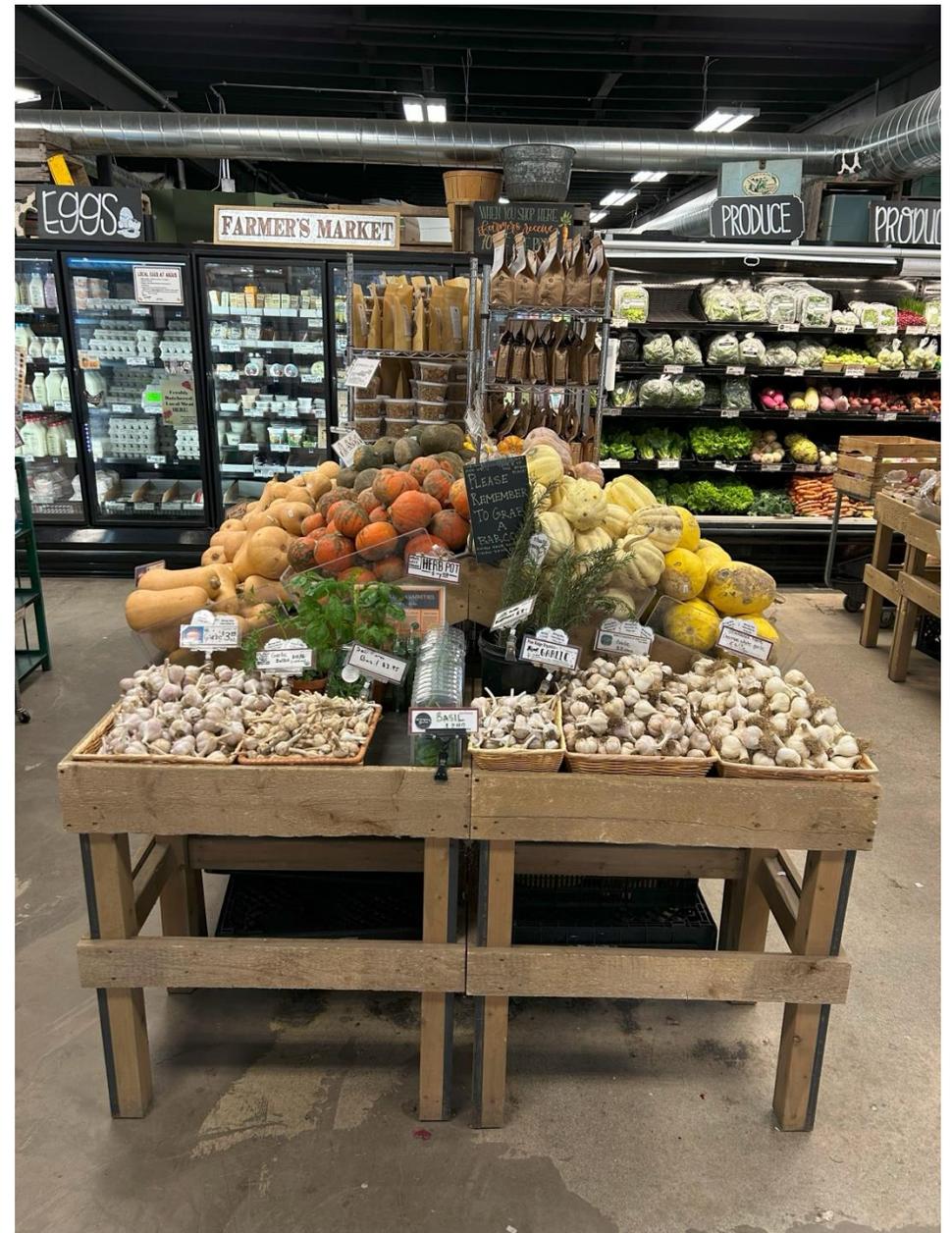
Brian!

Hot Spot End Cap

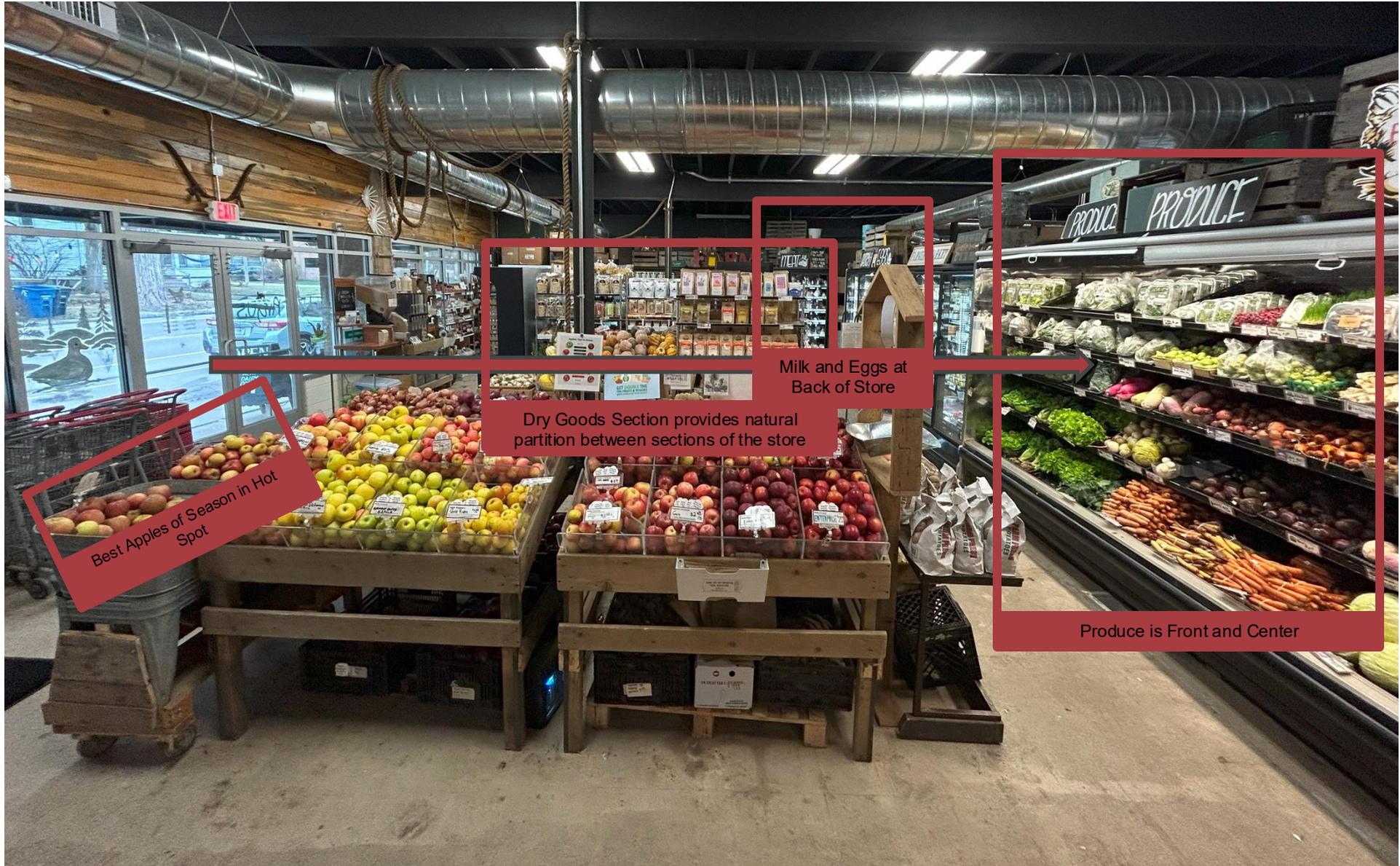
Front Door



August 2023



February 2024



Best Apples of Season in Hot Spot

Dry Goods Section provides natural partition between sections of the store

Milk and Eggs at Back of Store

Produce is Front and Center



Packard Market February 2024



Prepared Foods Display. Freezer does not “face” product, it is not in a prime spot, for products we want to carry but have low sales



Dry Good Displays

- Like with Like
- Product Association
- Shape and Size Considerations





Freezer Displays



Meat Freezer Packard Market August 2025

- Best Selling Cuts at Eye Level
- Double Facing Popular Items
- Big Cuts at Bottom
- Offal out of way on Top Shelf
- Uniform boxes for Display





Bacon



Ground Pork and Sausage



Bratwurst and Links



Chops and Roasts

Institutionalizing the Changes

- Staff training
 - Proper storage and handling
 - Quality control
 - Eye-catching displays
- Stewardship
 - Care and thoughtfulness
 - Place yourself in the shoes of the farmer
 - Unsold product is lost \$ for farmers

