

FARMERS' DIRECT SELLING STATION



AgriXPlainer

Description of the activity

The farmers' direct selling station is a marketing platform that is being strengthened by all European countries to reduce logistics costs and reduce food transportation. Direct selling stations are intended to allow local individual farmers, sometimes under the auspices of respective farming associations, to decide on the prices of home-grown products to be sold there. As direct selling stations are indoor display/selling areas, farmers rely on consumer trust in product selection. In comparison, a farmer's market, an outdoor market functionally similar to a direct selling station, is characterized by farmers displaying their products and interacting with customers to earn their loyalty.

Educational marketing enables you to explain the knowledge of local agricultural products to consumers at farmer's market stations, with the knowledge that includes planting, harvesting, processing, recipes, and nutritional information.

Easy operations to be replicated

- **Explain** everyday knowledge and historical stories about agricultural products at point-of-sale stations to connect producers with consumers through emotional interactions.
- **Communicate** the health and safety value of your agricultural products.
- **Control** the quality of your products through product certification, provide after-sales services, and host farm tours and recipe activities.
- **Cooperate** with tourism operators to develop a series of maps of rural attractions in an effort to promote their products and the homegrown products of individual farmers for direct sale.

Expected outcomes

Purpose	Added value	Target Audience
Understanding how Direct Selling Stations work and the benefits that producers can have through educational marketing.	The added value of this type of Educational Marketing is understanding the sources of food ingredients and learning recipe skills.	The target audience is consumers in local and regional areas.

Type of experts to be involved

- Food educators
- Food scientists
- Culinary experts

Requirements

Geographical requirements	Type of products	Legal requirements
The geographical requirements involve strictly the local level. Anyhow, consider also a reference to broader territories (province, region) to promote in general your territory.	You can promote your products or resell the products of other producers that you cooperate with.	Respect and follow all the food safety regulations

Tips & tricks/successful case study

1. Farmers' direct sales stations can have a lively appearance with decoration based mainly on local materials, and in this way also operate other activities such as the sale of coffee, snacks, etc.
2. Operate on the weekend and thus attract tourists from the nearby urban centers.
3. Add activities like cookouts and tours of your area's rural attractions to meet your customers' demand for social activities.
4. You can organize social networks or create social exchange platforms for consumers to share online attractions or recipe learning experiences to strengthen consumers' sense of identity with and loyalty to the stations.
5. [See here an example of a Direct selling shop of agricultural products at a roadside station](#)

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Co-funded by
the European Union