

Suggested Procedures for Selling Cookbooks at Farmers Markets – make a \$158.80 profit for your district per case of 24 cookbooks.

1. Find a farmers market you can located near members who would volunteer.
<http://www.ams.usda.gov/farmersmarkets/States/Pennsylvania.htm>.
2. What to ask? You can review success at the Emmaus Farmers Market last September; Pat Sullivan sold 50 cookbooks in one afternoon. See below. There was no fee paid to the market. So, you would want to ask if you can sell the book, if there is a fee or not and if there is a community group.

The Emmaus Farmers Market
Pat Sullivan, Program Director, Make Time for Health

Just to confirm- Amy Virus, Sue Gargano and I were in the Emmaus Farmers Market and sold the cookbooks last year (September, 2004). Amy made the soup from home and Sue provided materials. I walked around and bought soup samples to the farmers and as I would walk around people would ask where the soup came from. Amy was there to dish out additional samples. It was very cold that day- perfect soup weather and, I think, was a great motivator. Amy or Sue may have additional thoughts on our success as well. I think it is a great idea to pass around to other districts.

3. Here is a major selling point when speaking to your local farmers markets. The Department of Agriculture approved the sale at the farmers markets at the Lehigh Valley and Valley Forge Turnpike Service Plazas in recognition that Attorney General of PA awarded PADAF with the \$37,000 grant for the Make Time for Health program. Like MTFH and the cookbook, the farmers markets promote the consumption of fruits and vegetables. For photos and captions about our turnpike locations, go to our website www.eatrightpa.org and click on the Marketplace section. For more information and photos, go to the “Marketplace” section and click on “Cookbook – Soup and Ladle Favorites.”

4. If you decide to order a case of cookbooks, contact PADAF Office Manager Cyndi Atterbury at cyndi.atterbury@atlanticbb.net. You can also call her at 814 254-1056 or mail your payment to PADA Foundation, PO Box 1525, Johnstown, PA 15907-1525. You can purchase a case of 12 cookbooks for \$100 or a case of 24 cookbooks for \$200.

5. How to demo the soup? Amy Virus cooked Chicken Taco Soup at home, put it in a crock pot, plugged it in to an outlet at the community booth. Amy served the soup into styrofoam cup. Pat Sullivan carried a tray of the cups, plastic spoons and napkins. She walked around the market, offering the samples to customers. As an alternative, you could offer the samples at the community booth. So, you need to ask if you can plug in a crock pot, bring styrofoam cups, plastic spoons, napkins, and a tray and walk around the market offering soup to customers, telling them that the cookbook is for sale at the PADA booth.

6. Attached is a list of talking points for selling cookbooks at farmers markets, Talking Points PADAF2. There is another one Denice Ferko-Adams wrote for sales efforts at Clemens, Talking points-1. The purpose of the cookbook is to benefit dietetic student scholarships.
6. Districts should purchase a case from the state and enjoy a profit. It's an accounting nightmare for both the state and district unless the district purchases and sells the cookbooks.
7. How to account for selling a case of 24 cookbooks in the district budget? List \$200.00 under cookbook expense, but \$358.80 under income. \$158.80 is the profit.
8. Can members representing the district dietetic association bring their own business cards? Yes, but be discreet about it; share business cards only if the customer asks for it. Sharing your district association's "Find A RD" pamphlet might be more appropriate.
9. Attached is a copy of the flyers PADAF Office Manager Cyndi Atterbury made and I laminated for the Turnpike locations. The head vendor at Allentown told me customers are drawn to the cookbooks when they read the flyer posted at the door of the enclosed market.
10. I would suggest bringing change to the booth, in case all people have is \$20 from the ATM. At the turnpike, the vendors are selling the cookbook for \$14.95, tax included for the PADAF.
11. Have any books left over? Have them for sale at district dietetic association membership meetings and continuing credit programs, especially during holiday shopping season. Let your membership know that the books will available at the program and for how much.
12. If you have any questions or experiences to share with other district dietetic associations, please contact Jan Little at jkldr@fast.net.