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# HOW TO SELL AT A FARMERS MARKET

BY: MICAELA DANKER



# HOW TO FIND AN OKLAHOMA FARMERS MARKET?



Visit [OklahomaAgritourism.com](https://OklahomaAgritourism.com)

The screenshot shows the top navigation bar of the Oklahoma Agritourism website. On the left is the logo with a windmill icon. The navigation menu includes 'ACTIVITIES', 'REGIONS', 'ABOUT', 'BLOG', and 'PRODUCERS', each with a dropdown arrow. A green button labeled 'FAVORITES' with a heart icon is on the right. Below the navigation is a grid of activity categories. 'Farmers Markets' is highlighted in orange. At the bottom of the grid is a search bar labeled 'Search Activities' with a magnifying glass icon.

ACTIVITIES					
Christmas Trees	Country Stays	Farm and Ranch Attractions	Farm-to-Table	<b>Farmers Markets</b>	Fiber
Guest Ranches	Horticulture	Hunting	Mazes	Petting Farms	Pumpkin Picking
Teachable Moments	Trail Riding	U-Pick	Vineyards/Wineries	Weddings	

TRAIL TYPES	
Wine Trails	Jelly-Making Trails

Search Activities

Search country stays

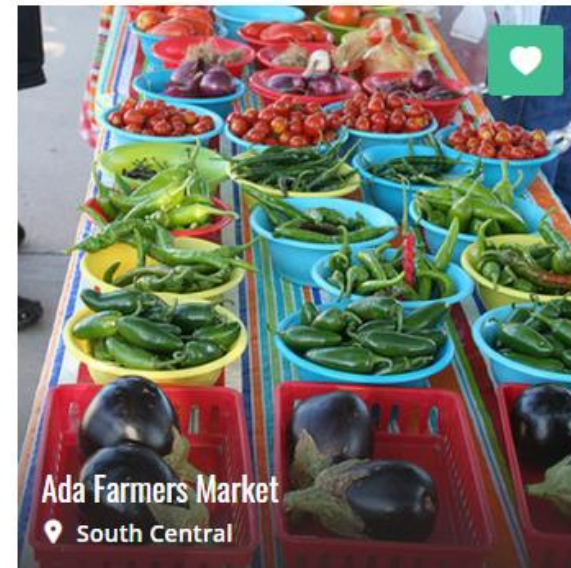
# HOW TO FIND AN OKLAHOMA FARMERS MARKET?



## EXPLORE FARMERS MARKETS ACTIVITIES

Showing items 1 through 46 of 46 matched results.

FILTER BY REGION



# HOW TO FIND AN OKLAHOMA FARMERS MARKET?



## Choctaw Creek Farmers Market

FARMERS MARKETS

Come join us at the Choctaw Creek Park for the Friday night farmers market. Grab some local produce and homemade goods. Food trucks, games, music and just a laid back good time.

### CONTACTS

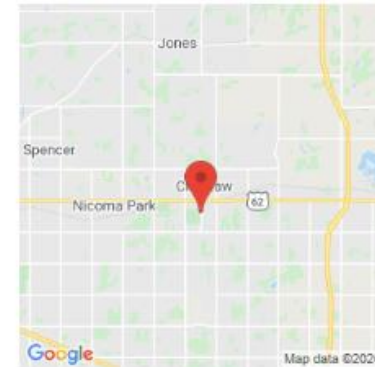
Christeen Graff  
918-519-9990  
christeen.graff@gmail.com

### DIRECTIONS

2001 N Harper St, Choctaw, OK 73020

### LOCATION

📍 Choctaw / Central



GET DIRECTIONS

♥ ADD TO MY FAVORITES

SHARE THIS WITH FRIENDS



# BENEFITS



- Many shoppers “love” farmers markets and come ready to buy
- Farmers can set their own prices and get full retail value for their products.
- Market entry is relatively easy even if you have small volumes and non-standard sizes.
- The personal relationships with customers facilitate consistent sales, product education and feedback, and can help promote your CSA, farm stand, or other market channels.
- There is a strong sense of community and shared purpose.

# OPPORTUNITIES



- Meet other vendors
- Educate consumers
- Promote farm



# BRINGING FARM TO MARKET



- What to know before selling your fresh produce, dairy, eggs, meats, baked items and processed foods.
- <http://oklahomaagritourism.com/uploads/Bringing-Farm-to-Market.pdf>

# DISPLAYING YOUR PRODUCTS



- Pricing/ Labeling Signs
  - Easy to read



The Farm on Fishmarket  
Wanette, OK



# DISPLAYING YOUR PRODUCTS



- “Spilling out effect” creates great illusions
- Adding height to your display



# DISPLAYING YOUR PRODUCTS



- Most profitable selling zone between knees and shoulders
- Tiered displays are a great way to get customers attention

The Looney Farm  
Alex, OK

# DISPLAYING YOUR PRODUCTS



- Mixing colors to create eye appeal and contrast

Phoenix Farms  
Davis, OK

# DISPLAYING YOUR PRODUCTS



- Placing items on display within easy reach

The Sunfinch Greenhouse  
Rocky, OK



# DISPLAYING YOUR PRODUCTS

Next steps to the next level: **BRANDING**

Yarrowhead Farms  
Carney, OK



# OKLAHOMA HOME BAKING ACT



## The Basics – What is allowed?

- “Prepared foods” at the “home food establishment”
- Intended to be traditional baked goods, baked in an oven at conventional times and temperatures
- Such as the following: breads, quick breads, pies, scones, cookies, cakes, brownies, bagels, muffins, tarts, cupcakes, pastries, rolls, biscuits, etc.
- NOT ALLOWED – include but are not limited to: roasted coffee, roasted nuts, granola, pet treats, etc.
- NOT ALLOWED – meat or fresh fruit

# OKLAHOMA HOME BAKING ACT



## **Sales (OR resale) of “prepared foods” can occur at the following venues:**

- Farmers markets
  - If a home food establishment plans to sell at a farmers market, they must obtain a “Sales Tax Permit.” These are required at farmers markets.
- On site, meaning your “primary residence.”
- Cooperatives (such as the Oklahoma Food Cooperative).
- Membership-based buying clubs (for example a local “Dessert of the Month Club”).

# OKLAHOMA HOME BAKING ACT



## Labeling Requirements

- Any “prepared food” sold by a “home food establishment” **must have a label** affixed, when possible, to the product containing the following information:
  - Name and address of the home food establishment;
  - Name of prepared item;
  - The statement: “Made in a home food establishment that is not licensed by the State Department of Health” in at least a 10-point font, in a color that provides clear contrast to the background of the label.

Chocolate Chip Cookies

Jane Doe’s Home Bakery  
123 Food Street  
Stillwater, OK 74074

Made in a home food establishment  
that is not licensed by the State  
Department of Health



# OKLAHOMA HOME BAKING ACT



- If a label is not easily affixed to the packaging of the bakery item, a free-standing label may be placed by the product or placed on the receipt.

Signage placed on table with label next to cake



# OKLAHOMA HOME BAKING ACT



Labeling example for a cake  
that cannot have a label affixed  
to the actual product



# OKLAHOMA HOME BAKING ACT



- The “home food establishment” **is not allowed to exceed \$20,000 in gross annual sales**; this includes sales from all saleable locations.
- The Oklahoma Department of Agriculture, Food and Forestry (ODAFF) will receive complaints regarding ineffective adherence to the Home Baking Act. A “Home Bakery Complaint Form” is provided on the [ODAFF website](#).
- If a home food establishment is thought to have exceeded \$20,000 in gross annual sales, ODAFF can request written documentation for evaluation. If a home food establishment is found to have violated the Home Baking Act, the establishment may be charged with a misdemeanor, punishable by a fine not to exceed \$100.

# RESOURCES



- <http://oklahomaagritourism.com/>
- <https://www.oda.state.ok.us/mktdev/>
- <http://oklahomaagritourism.com/uploads/Bringing-Farm-to-Market.pdf>
- <https://extension.okstate.edu/fact-sheets/understanding-the-oklahoma-home-bakery-act.html>

## MY CONTACT INFO



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