

MARKETING

Boothmanship: part display, part theatre

White, paper-skinned bulbs of garlic present a marketing dilemma. They don't have the orange allure of pumpkins or the dimpled textures of autumn squash. Allan and Norma Granlund are three-time booth winners at the Carp Garlic Festival with a few display tricks up their sleeves.

"When I go to a market, I look for attractive, clean booths that I can see from a distance," says Granlund. "Every year, we try to do something different to create interest. This year, we added coloured tablecloths and garlic crowns."

Everyone working at Gramma and Grampa's Garlic booth wore garlic accessories: garlic headbands, garlic-festooned hats, garlic necklaces. The paraphernalia works. The Granlund's sold out of one of their garlic varieties within the first hour of business. In fact, their entire annual crop of 14,000 to 20,000 bulbs is sold in two days at the Carp Garlic Festival.

Did you know?

Fifteen new farmers' markets were organized in 2010 under the Farmers' Market Ontario (FMO) banner raising the provincial total to 155. Aside from new growth,



sales are growing at a rate of about seven per cent per year, says Bob Chorney, FMO general manager. Some markets increased number of market shopping days, so this, plus new markets, translates into more than 300 new shopping days available to Ontarians.

Photo courtesy of Tracy Lamb, Mopani Communications