

# SELLING THROUGH THE DOG DAYS OF SUMMER

*The 40 days between July 3rd and August 11th are referred to as the "Dog Days of Summer" by the Old Farmers Almanac.*



# CHALLENGES OF SELLING THROUGH THE DOG DAYS OF SUMMER



HEAT - Hottest most unbearable days of Summer.



VACATIONS - Customers away travelling.



BACK TO SCHOOL - Customers spending their \$\$ on other things.



LOCAL FARM PURCHASES -



**WHAT CAN WE DO  
TO STIMULATE SALES???**





# SIDEWALK & INSIDE TENT SALES

- Create Farmers Market experience & excitement! Customers always come over to take a look.
- 5-6 HOT Items - **Go big!!** With full bins, spillovers, and crates.



# “END OF SEASON” & “LAST CHANCE” SALES

- Utilize seasonal and local grown items.
- Increase customers awareness that time is running out for these items to be available (or at least at this peak season quality).
- Peak seasonal items - Corn, Watermelon, Tomatoes, Melons, Stone Fruit, Berries, Green Beans, and Peppers.
- Bin & Table displays with signage to draw attention.





# SEASONAL CROSS MERCHANDISING

- Seasonal tie-in displays outside of the department
- Tomatoes & Onions by the ground beef and hamburger patties
- Packaged corn by the steaks
- Lemons & Limes on the seafood counter
- Totes of Green Beans & Brussels Sprouts by meat counter
- Tomatoes at the checkout



# GO OUTSIDE THE BOX & GET CREATIVE!



- Anything to draw the customers attention
- **BIG!** Go BIG or Go Home!
- Tents
- Signage
- Bathtubs, Swimming Pools.....