

# SELLING BAKED GOODS

## THE SALE OF HOME-PREPARED FOODS AT THE MARKET

### A NEW TWIST ON AN OLD KNOT

For Teri Thompson, baking started out as a hobby. When she decided to sell baked goods at a farmers market to raise funds for a mission trip to Haiti, her hobby not only helped her travel, but also grew to become her small business, Knotted Dough & Co. Now a vendor at the Ames Farmers Market, Teri puts a unique twist on traditional kringla by adding flavors like caramel pecan, cheesecake, eggnog, and pumpkin spice. Her product offerings have expanded beyond kringla to include pie, breads, and cookies as well as a variety of gluten-free baked goods. Plus, she takes special orders for fresh hamburger buns, dinner rolls, egg noodles, and muffins. "I started with a 4x4 card table and a few flavors. No canopy. No signage," says Teri. "But I watched. I looked at other stalls. I would encourage new vendors to go to bigger markets and get ideas. I practiced setting up my stand at home so I could see what it looked like and make sure there was enough space for my products and customers."



"DON'T BE AFRAID TO TRY. THERE ARE A LOT OF THINGS YOU CAN PUT YOUR OWN TWIST ON AND DRAW PEOPLE IN."

- TERI THOMPSON, KNOTTED DOUGH & CO.



### SWEET OR SAVORY?

#### Deciding What to Bring to the Market

Think about what you're especially good at baking. Do you make incredible cinnamon rolls, but not-so-spectacular cookies? Check out what's currently being sold at the market. Are there any gaps you can fill? Also, consider the customer base. Artisanal goods might go over well at one market. At another, customers might be reaching for more traditional goodies.

#### Sweet

Cinnamon rolls, sticky buns, donuts, cupcakes, pies, cookies, muffins

#### Mindful Ingredients

Items made for customers with allergies or dietary restrictions, such as gluten-free, peanut-free, or vegan

#### Personal- or Snack-sized

Items easy to eat right there at the market, such as mini-pies or single items like scones, donuts, cookies, and more

#### Savory

Plain or herb breads, butter croissants, rolls, jalapeño cheddar scones

#### Kid-friendly

Items made with child portions and preferences in mind, like mini cupcakes or themed and colorfully decorated cookies

#### Sharable- or Family-sized

Items customers can take home and share, such as a pan of sticky buns, bag of croissants, or 4-pack box of muffins





# FARMERS MARKETS

## A GREAT PLACE TO START OR EXPAND

A RECIPE  
FOR SUCCESS

You can use the market as a way to get started selling your baked goods for the first time or as a way to market your existing business. Do you make cakes for birthdays, weddings, or other special events? Promote that with a small sign ("Ask me about baking for your special day!") and put it on business cards.

Do you have an existing customer base who would want to pre-order and pick-up items (such as bagels, loaves of bread, pans of sticky buns) at the market? Promote a pre-order list that customers can sign up for and place orders for the next market.

### Equal Parts Variety and Efficiency

Consider that it's easier to make batches rather than lots of individual things. Be thoughtful about the product mix that you have until you're sure they're going to sell. For example: Having five staples at every market, then introducing a new or seasonal item at each market. As a new vendor or when introducing a new item, start on the small side so that you can try it out. If it sells out, you can increase the amount for next time.

### Customer Feedback

Finding out what customers think of your products is key in determining your product mix. Don't be afraid to try new things and get feedback from customers when they return. You will not only gain valuable insights into what customers want, but also build connections by remembering them and expressing a desire to hear their opinions about your products.

### Food-Safe Storage and Display

In following with Iowa food code, all baked goods need to be in some way covered. This could mean displaying individual items like cookies, donuts, and pies in a case, or individually packaging loaves of bread. Think about how you want to display your product. Many vendors make custom displays or have a crafty friend make them for them.

### Proper Labels for Your Product

When selling your baked goods at the market it is important to follow all the rules and regulations. Make sure to check in with the Department of Inspections and Appeals (DIA) when starting your business.



- A** [Chocolate Chip Cookies  
Big Town Cookies] **B**  
**C** [1234 Littlebigtown Lane  
Decorah, IA 52101]

**Ingredients:** Enriched flour (Wheat flour, niacin, reduced iron, thiamine, mononitrate, riboflavin, and folic acid), butter (milk, salt), chocolate chips (sugar, chocolate liquor, cocoa butter, butterfat (milk), soy lecithin, walnuts sugar, eggs, salt, artificial vanilla extract, baking soda.) **E**

**Contains:** Wheat, eggs, milk, soy, walnuts **D**

**Net Wt.** 3oz. **F**

- A Product Name:** All food must be labeled with the common name of the food
- B Business Name:** What business (or who) made the product
- C Business Address:** Where the product was made
- D Allergens:** Must be declared on the label (Major allergens include: peanuts, soybeans, milk, eggs, fish, crustaceans, tree nuts, and wheat)
- E List of Ingredients:** Must be listed from highest weight to lowest and every ingredient used needs to be listed
- F Net Weight:** Net amount of the product must be listed preceded by "Net WT"

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