

## Talk to Your Clients: Overcoming Objections

Talk to your clients about the opportunity to improve their family's health by using their benefits at a local farmers market. The following scenarios will offer guidance in motivating your client to visit their local farmers market:

**Benefits Recipient:** *"I can just shop at a supermarket."*

**Your Response:** There's no substitute for the quality of flavor and valuable information that farmers and vendors bring to the farmers market. The aroma, taste, and flavor is often better than supermarket produce, and you would be surprised at the many varieties of produce offered at the farmers market. Plus, you can get prep and storage tips along with recipes directly from the farmers and vendors.

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**Benefits Recipient:** *"The farmers market is too expensive."*

**Your Response:** Skagit Valley farmers markets have been working hard to make sure that local fresh food is affordable for limited-resource families, thanks to the *Double Up Bucks* program. Your money goes a long way when you use your SNAP benefits at the farmers market! For every 2 dollars you spend on your EBT card, farmers markets will match you an extra \$2 in Double Up Bucks. That means \$10 spent with your EBT card at the farmers market is actually \$20 for MORE fruits and vegetables.

**Your Response:** Farmers markets are driven by what is fresh and local that time of year, and seasonal food is typically lower priced than food from other locations. If an item is slightly more expensive at a farmers market, it's often complimented with higher quality and flavor. Plus, you can get recipe and preparation ideas for preparing food items on the spot from your local farmer.

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**Benefits Recipient:** *"The supermarket is easier."*

**Your Response:** While supermarkets can be a venue for one-stop-shop, the farmers market can be an enjoyable shopping experience for the whole family. Children can meet the farmers who grow their food and participate in kid-friendly activities with Farmers Market Flash or the Power of Produce Club. Plus, the live entertainment and smells of the market is something everyone can enjoy!

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**Benefits Recipient:** *"It's hard to visit the farmers market."*

**Your Response:** Many Skagit Valley farmers markets are located downtown on main transportation routes, which can be easily reached by car or bus. In addition, Farmers Market Flash is a local program committed to assisting with transportation to the farmers market. If you are interested in setting up a carpool or bus trip to the farmers market, contact Shannon Bachtel, Farmers Market Flash Coordinator, at 360-428-4270 ext. 229 or by email at [Shannon.Bachtel@wsu.edu](mailto:Shannon.Bachtel@wsu.edu).

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**Source:** Marketing the Market: A Guide for Human Service Professionals brochure. Available at [www.SnapToMarket.com](http://www.SnapToMarket.com)