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## ROADSIDE MARKETING OF HORTICULTURAL PRODUCTS IN KANSAS<sup>1</sup>

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### INTRODUCTION

Direct selling of farm products, principally fruits and vegetables, at roadside markets is a comparatively new thing for Kansas farmers. A study of this method of selling indicates a rapid growth in the last seven or eight years. Of 124 roadside markets for which information was secured during the summers of 1935 and 1937, approximately 80 percent were organized since 1930. The greatest number were first operated in the depression years 1930 to 1933. The earliest account of a roadside market is in the apple region of northeast Kansas. This market is reported to have been in operation every year since 1915.

Roadside markets in Kansas are about as different and varied in their ways and methods of selling as could possibly be imagined. There is no uniformity of prices or grades. Variations

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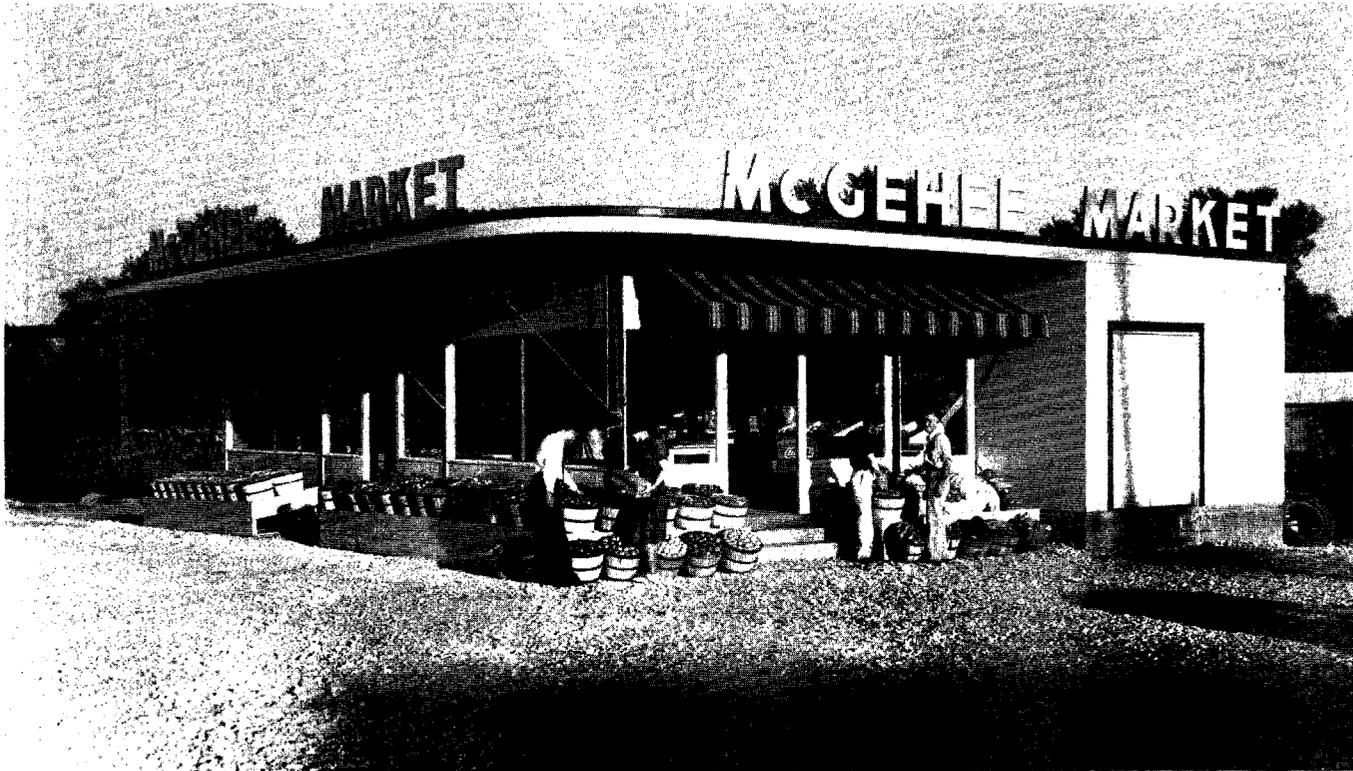


FIG. 1.—A permanent roadside market. Note the effective “name” sign, mass display of produce, and adequate parking space. Panels on front and near side of building are removable.

within a small area are often extreme. Each operator has his particular method of displaying and disposing of the commodities handled. Consequently, it is not surprising to find disappointing as well as encouraging results.

It is the purpose of this study to describe Kansas roadside markets, including the various types of roadside market, products handled, costs involved, prices charged, distribution of business, market management, market patronage, advertising and displays. Common mistakes made in roadside marketing are pointed out. Suggestions and recommendations are based on a detailed study of 32 of the more successful roadside markets located in different areas in central and eastern Kansas. It is hoped that market operators may profit from the experience of others and from the general recommendations set forth in these pages.

#### EXTENT OF ROADSIDE MARKETING IN KANSAS

This study of roadside markets was made during the summers of 1935 and 1937, covering approximately 700 miles of improved Kansas highways. It was planned originally to complete the survey in the summer of 1936 but the extreme drought of that year caused a near crop failure and few farmers' markets were open for business.

Although only a small percentage of the total road area of Kansas was surveyed, it is estimated that more than 90 percent of all Kansas roadside markets were included in the survey. This estimate is based on the fact that these markets are found almost without exception in those areas where fruit and vegetables are grown commercially.

Roadside markets in this state tend to be grouped in four semi-distinct areas. Probably the most important area is the fruit section of northeast Kansas, principally in Doniphan County where 42 markets were counted one day in October, 1935. Leavenworth and Atchison Counties also have a considerable number of markets.

The second most important area, judged by the number of markets, is in Wyandotte and Johnson Counties where most of the vegetables grown commercially in Kansas are produced. Although the majority of growers in this area sell their products on the wholesale and retail markets of Kansas City, a considerable quantity is disposed of at the roadside. Thirty-eight markets were counted one day in August, 1937, in these two counties.

The third area extends west from Topeka almost to Salina. This area is in the Kansas River valley and the Sand Hill region around Abilene. Watermelons, cantaloupes and tomatoes are the principal products sold at roadside markets in this area.

The sandy soils in the Kansas River valley and the sandy soils around Abilene are utilized to a large extent in the production of these commodities.

The fourth area is around Wichita, in the Arkansas River valley. Roadside markets in this area, as a group, handle a greater variety of locally produced fruits and vegetables than do the markets in other areas in Kansas.

Most Kansas farm products are not suited to roadside marketing. Perishable commodities such as fruits, vegetables, melons, and honey are most commonly sold at the roadside. Since the population of Kansas is less dense than that of most eastern states, and because rainfall and climatic conditions over much of Kansas are not adapted to the commercial production of these commodities on a large scale, it is believed this method of marketing will not develop to the extent it has in some eastern states.

#### ROADSIDE MARKET BUILDINGS AND EQUIPMENT

**Market Types.** — There is no uniformity in Kansas roadside markets. They vary in type from those handling a few water-melons and cantaloupes on the lawn to markets with a large investment in buildings, handling many truck loads of business day after day.

Roadside markets may be divided into four more or less distinct types. These classifications are:

1. Permanent, or year-around, markets.
2. Semi-permanent, or summer, markets.
3. Temporary markets.
4. Signs stating that produce is for sale at a nearby farmhouse. This type may not be clearly differentiated from the other three and it is questionable whether it is a distinct type.

A permanent roadside market is one that is housed in a permanent structure and is open for business the year around. There are probably not more than a half dozen such roadside markets in Kansas, located outside city limits. In the example of a permanent market shown in figure 1, produce is moved inside during the winter months.

A semi-permanent market is one which has a permanent building but is open for business only a part of the year. There are many markets of this type in Kansas which are open for business from a few weeks in the summer to five or six months from June to December. In good crop years markets of the type pictured in figure 2 are in operation from June to December. The investment in buildings of this type is limited, usually not exceeding two hundred fifty to three hundred dollars.

A temporary roadside market is one in which there are no fixed buildings or equipment. For example, the top picture in figure 3 shows a trailer rigged with a shade and racks to display the commodities for sale. This type of market is unstable. It is here today and gone tomorrow. A dozen markets of this type may be in evidence along a few miles of highway on a certain day; a week later they may be gone. This is the most frequent type of roadside market found in Kansas.



FIG. 2.—Semi-permanent roadside market.

The “sign” market is the most informal of all. The signs indicate that at some distant place, usually a farmhouse, the customer will find certain products for sale. There is little time or expense involved in caring for a market of this type as the housewife usually takes time from her regular work to answer calls and inquiries. The turnover usually is not large but such operation is an effective way of reducing waste and of adding to the income of the farmer.

**Market Building Plans.** — It is difficult to find any two roadside market structures of the same design in Kansas. (See figures 1, 2, 10, and 14.) Inquiries are frequently made by interested farmers as to plans for a market building that will be most efficient. No study has been made of market plans in this state but several eastern states have suggested model plans, one of which is presented in figure 5. This plan was taken from the Ohio Experiment Station Bulletin No. 521, “Roadside Marketing of Agricultural Products by Ohio Farmers.” Explanation of the plan is as follows:

"The design presented . . . has been recommended as suitable for a permanent market of medium cost. This is a unit building and may be constructed with as many units as neces-

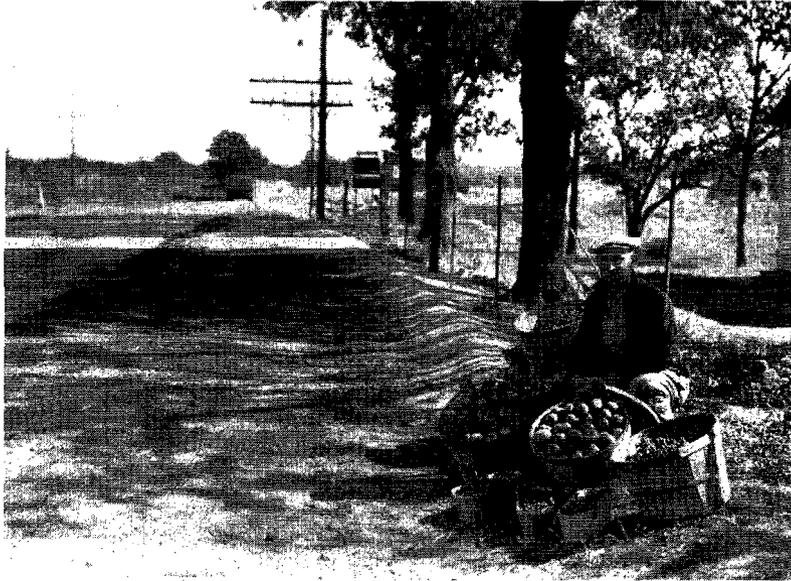


FIG. 3.—Temporary roadside markets.

sary in order to secure the required capacity and frontage. It may also be bolted together in sections and used as a portable building if desired. If erected in a suitable location, this building will give a high degree of visibility and accessibility to the

offerings of the market. It affords a maximum of sheltered area; selling operations may be carried on in it and around it with convenience and dispatch; it may be closed and locked securely and easily, and it may be opened for business without undue shifting of goods. Many larger and more expensive buildings are less well adapted to the business of roadside retailing.”

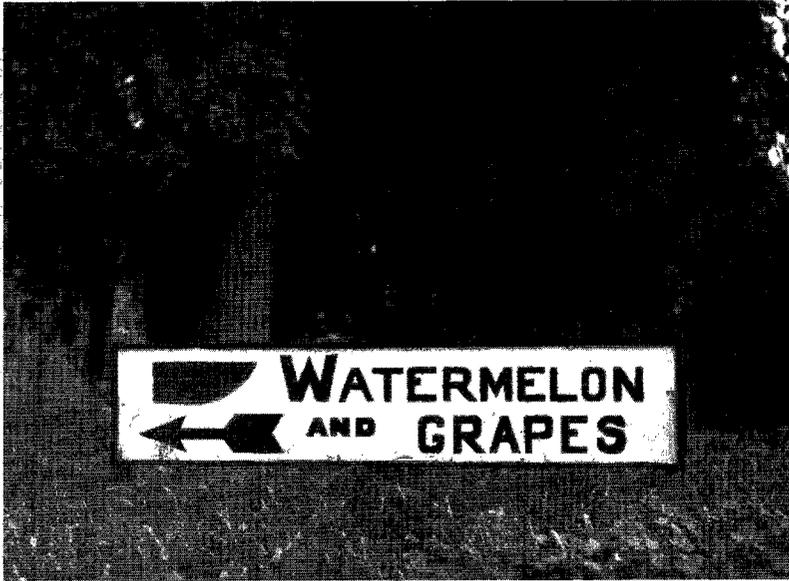


FIG. 4.—“Sign” roadside market.

By payment of a small charge the United States Department of Agriculture Miscellaneous Publication No. 278, “Plans of Farm Buildings for Northeastern States,” may be secured from the Superintendent of Documents. This publication contains more than 100 plans of farm buildings, four of which are roadside markets. A farmer also may get ideas from the pictures of markets in this bulletin.

**LOCATION OF ROADSIDE MARKETS**

For the most part, the first three types of roadside markets are located close to towns. Usually the larger markets are found near the larger towns. The “sign” markets often are found at greater distances from towns and on less frequented highways than are the other market types. As shown in Table I, 34.4 percent of the markets studied were located less than one mile from the city limits of the nearest towns: approximately 72

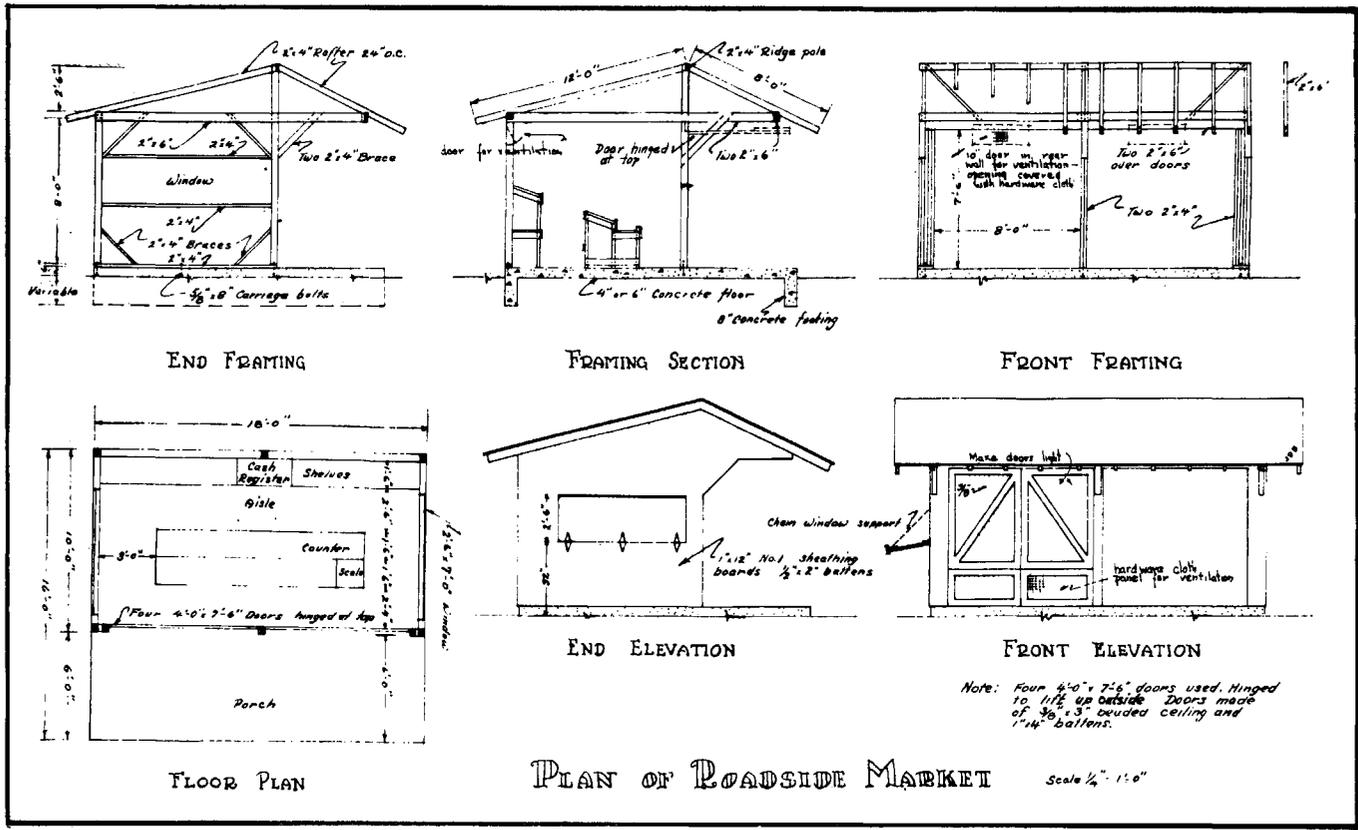


FIG. 5.—A building of moderate cost suitable for roadside retailing.

percent were less than three miles from the city limits; and only 6.2 percent were more than five miles distant.

TABLE I.—DISTANCE OF 32 KANSAS ROADSIDE MARKETS TO NEAREST TOWN, IN 1937.

Distance to nearest town	Number of markets	Percentage of total	Cumulative percentage
Less than 1 mile	11	34.4	34.4
1 to 1.9 miles	4	12.5	46.9
2 to 2.9 miles	8	25.0	71.9
3 to 3.9 miles	3	9.4	81.3
4 to 4.9 miles	4	12.5	93.8
5 miles and more	2	6.2	100.0

**Highways.** — The automobile and the tremendous development of the highway system are responsible for the mushroom growth of roadside markets in the last two decades. The biggest and often the busiest markets are located on heavily congested federal and state roads. This is not always true, however, particularly when the product sold is a specialty. For example, several miles from Topeka there is a roadside market that makes a specialty of apple cider. It is not uncommon on October Sundays to see 20 or 30 cars parked around the market, the occupants awaiting their turn to get a glass of fresh, cold cider, or to buy it by the gallon. A market located off the main traveled highways is usually at a disadvantage unless it is located close to a large center of population where there is a possibility of establishing a large repeat-order trade over a period of years.

Roadside markets located on level ground or at the apex of a curve are often more successful than those located on the side of a hill. Motorists dislike to apply the brakes on a down grade, to lose momentum when climbing a hill, or to park on steep grades where it is necessary to set the brakes. A market located on a long, level stretch has the added advantage of being visible to approaching motorists for a longer distance. The advantage in having a market located at the apex of a curve is that the motorist must reduce his speed somewhat, and this increases the chances that a stop will be made.

**Parking Facilities.**—The parking space for customers is one of the most important considerations in the location of a roadside market. In the first place, it should be as spacious as possible so that many cars can be accommodated at one time. In both examples in figure 6 there is parking space for about 100 cars. When the bulk of the sales is made in a comparatively few days, the importance of ample parking space cannot be over-emphasized.

In the roadside market shown in figure 7 no provision was made for parking. Only four or five cars at a time could get off the cement slab. Other motorists frequently would slow down, but seeing no suitable place to park, would continue on their way.

At one place near one of the larger cities of Kansas there were two markets located on opposite sides of the highway. One had parking facilities for about 75 cars, the other for only five or six cars. The first market operator sold more than 20 times as much farm produce as the second. Ample parking facilities were one of the chief factors for larger sales.



FIG. 6.—These roadside markets have ample parking facilities.

**Best Side of the Road.** — If the market is located on a much traveled highway close to a large town, the right hand side of the road, facing toward town, is ordinarily the best side of the road for a market. City motorists often drive to the country for

relaxation and, in many instances, to buy fresh fruits and vegetables direct from the farm. Of 32 markets studied, 11 reported more sales to motorists traveling toward town. One market operator near Kansas City remarked, "The town people price things on their way out and buy on the way back." Operators of the other 21 markets said that so far as sales were concerned it did not make any difference on which side of the road the market was located.



FIG. 7.—Only four or five cars at a time can park near this roadside market.

#### PRODUCTS HANDLED

**Origin of Products Sold.** — Not all products sold at roadside markets are produced on the farm of the operator. In 17 of the 32 markets visited, the bulk of the products sold was from the farms of the operators. Twenty markets were handling products from nearby farms in addition to home products. Nine markets were handling produce received from transient truckers and other sources. Seven market operators bought products for resale from city wholesale fruit and vegetable markets, but in no case did the amount purchased exceed 25 percent of the total amount handled. For the most part, products handled at roadside markets come either from the farm of the operator or from nearby farms although it is fairly common for operators to buy occasionally from transient truckers or from city wholesale houses in order to diversify their stock.

**Principal Products Handled at Various Seasons.** — Few roadside markets are open for business until July or August. On a 15 mile trip in early June, only three markets were found open for business. In late August, 57 markets were observed on the same stretch of road. At those open in June and early July, the

principal products handled are early garden vegetables such as spinach, peas, lettuce, beets and potatoes. From August until frost watermelons and cantaloupes are the big sellers. Most operators claim these products are the best money-makers of the year. Apples, and to some extent peaches, pears, and grapes, are found in many markets from September to early November.

**Quality of Products Handled.** — Little can be said about this subject as the quality handled varies greatly. There is no uniformity in quality of products between markets and often no uniformity at a particular market. Market operators who display only strictly fresh, high quality products complain that less careful market operators ruin the roadside market business by selling inferior products.

#### COSTS INVOLVED IN ROADSIDE MARKETING

Roadside marketing in Kansas has not developed to the point that such costs as electricity, water, rent, depreciation on buildings, and costs of supplies and containers are particularly important. Since most Kansas roadside markets are temporary or semi-permanent in character, these costs are almost negligible because facilities giving rise to them are lacking. In one of the permanent markets, the operator reported water costs at two dollars a month, electricity at five dollars a month, and supplies at thirty dollars a month. It was reported, however, that an average day's gross receipts at this market were two hundred fifty dollars, an amount considerably above the average. The main products sold at roadside markets in Kansas, watermelons and cantaloupes, require little outlay for boxes and crates.

#### PRICES

Prices vary widely at roadside markets. Watermelons of the same quality have sold for from five to thirty-five cents each on the same day at three separate markets on a stretch of road west of Abilene. There apparently is more price uniformity in the sale of apples than of other farm produce sold at the roadside.

The operators of the 32 markets visited were asked on what basis prices were set. The replies indicated no uniformity whatever. The more common answers were: "What others get;" "store prices;" "daily market reports;" "farmers' wholesale city produce markets;" "demand;" "20 to 50 percent margin on purchased products;" and, "whatever it will bring."

At most markets the prices charged were slightly less than store prices. As a rule this is the best practice because buyers will not be attracted in large numbers unless prices are lower than store prices. Savings on middleman charges, transportation, equipment, and taxes permit lower prices. On the other

hand, those markets charging high prices justify this practice on the grounds that the products sold are of better quality and fresher than store products, and should demand a higher price.

TABLE II.—PRICES CHARGED AT KANSAS ROADSIDE MARKETS (1935 AND 1937).

Prices charged	Number of markets
Higher than store prices	0
Same as store prices	5
Less than store prices	27
Total—	32

Only a few market operators receive the Federal government's daily market report on fruits and vegetables. These reports are helpful in securing more adequate price information. Interested farmers may get these reports free by writing for them. The report of most interest to Kansas fruit and vegetable producers is the "Miscellaneous Fruit and Vegetable Report" issued by the United State Department of Agriculture, Bureau of Agricultural Economics, 212 Railway Exchange Building, Kansas City, Missouri.

DISTRIBUTION OF BUSINESS

**Best Hours of the Day for Sales.**—Seven markets cooperated in keeping a record of the number of people purchasing at the market and the approximate time of day when purchases were made. The Department of Agricultural Economics furnished the record sheets for convenience in keeping the records and for uniformity of tabulation. The records were taken for one week in September and were kept only by the operators of the semi-permanent markets, or those which are open only a part of the year. The results, as the average of the tabulations for the seven markets, are shown in figures 8 and 9.

Apparently from four to six o'clock in the afternoon is the best time of the day for sales, as nearly one-third of total daily sales were made during these hours. From noon to two o'clock does not appear to be so good a time for sales as the two-hour periods immediately before and after. (See figure 8.) It should be remembered that this was a study of the semi-permanent markets; the same results might not be obtained at the permanent markets.

Many market operators were questioned regarding the best time of day for sales. Without exception the answer given was that the evening was the best time. Some said 3:00 to 7:00 p. m., others 5:00 to 10:00 p. m., but the majority said from 5:00 to 8:00 p. m. This agrees with the results shown in figure 8. There was some disagreement as to the second best time of the day. Some preferred the noon hour, and others early morning as the second best time of day for sales.

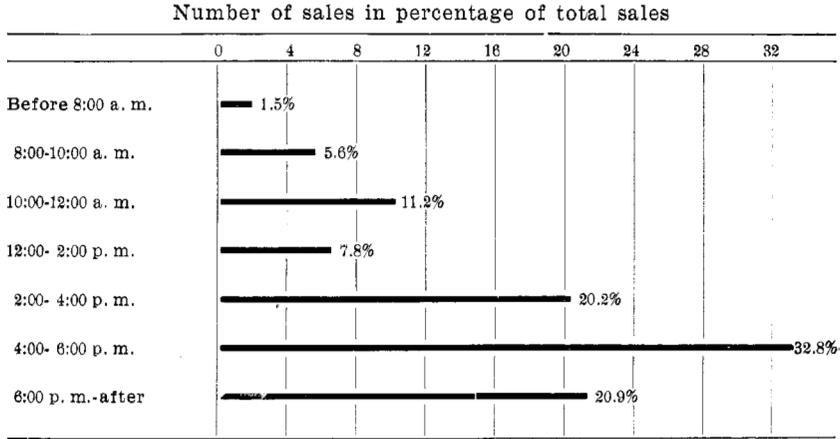


FIG. 8.—Distribution of sales throughout the day at seven roadside markets, in 1937.

**Best Day of the Week for Sales.** — Roadside market operators know that there is a great variation in daily sales throughout the week. Table 111, showing the results of a survey on this point, indicates that Sunday is for most operators the best day for sales, with Saturday the second best.

TABLE III.—BEST DAYS OF THE WEEK FOR SALES AS INDICATED BY 32 MARKET OPERATORS.

	Best day for sales	Second best day for sales	Third best day for sales
Monday	0	3	3
Tuesday	0	0	0
Wednesday	0	1	1
Thursday	1	1	1
Friday	2	2	5
Saturday	5	15	2
Sunday	22	5	1
No difference	2	5	19

Market operators state that temperature and other weather conditions greatly influence sales. On rainy or cold days the volume of sales is much reduced. Holidays such as the Fourth of July or Labor Day are big days for the roadside markets, regardless of the day of the week. The day before a holiday is often a big day for sales because people are buying in preparation for the holiday festivities.

The seven markets that cooperated in keeping records reported the number of sales made on each day of the week. The results of this study are shown in figure 9. It should be remembered that the data represent the average of the seven markets and may not be typical of every week because of the influence of climatic conditions and holidays.

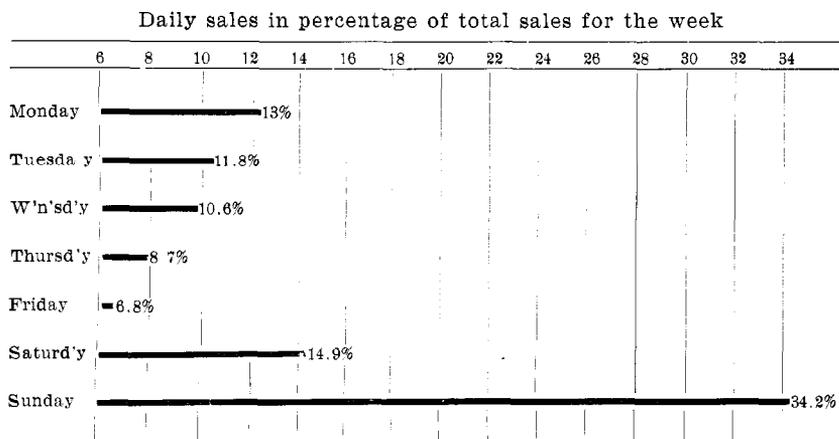


FIG. 9.—Distribution of sales throughout the week.

Market operators can make use of the above information in planning their displays and the amount to be offered for sale. When prospects for sales are good, larger quantities may be brought to the market and better displays made.

#### PERSONNEL OF ROADSIDE MARKETS

Most roadside markets in Kansas are not so large but that the operator and his family can take care of the business without additional help. Only five of the 32 markets studied used hired labor regularly. In busy seasons it is customary to hire neighbors for a short time. Customers seem to demand better service from those markets that have more elaborate building and equipment facilities than they do from the small, temporary markets.

At the small temporary markets the farmer's wife often attends the stand in addition to her household work. When a customer wants service, he sounds his horn. Sometimes the farmer's children take care of the market and do a good job of it. This gives the farm boy or girl a chance to meet the public and to conduct a business which is worth while and profitable. One market was operated by a blind man who owned a truck patch and made his living by selling vegetables at his roadside market. Men too old for general work often serve as market clerks. They are usually glad to be of such service to their families. The larger and better markets should have a trained personnel, persons who know the elementary principles of salesmanship and how to meet the public. Courtesy, promptness, and cleanliness are desirable characteristics of roadside market operators.

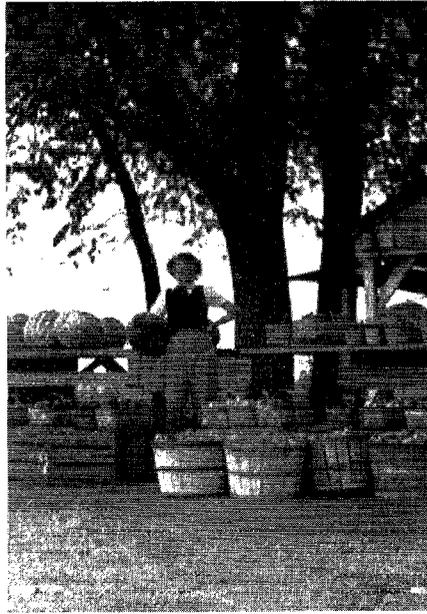
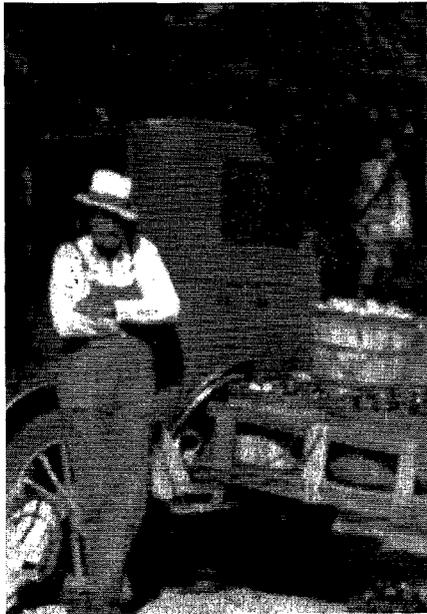


FIG. 10.—Roadside markets are operated by different members of the farm family.

### MARKET PATRONAGE

The roadside market operator soon learns what class of people buys at his particular market. Market operators on important through-highways make more sales to tourists and transient traffic than they do to close-by city and rural folk. On the other hand, markets close to large cities and off the main road are patronized almost exclusively by near-by city and rural people.

The middle class seems to furnish the best customers at these markets. Poorer people often do not have transportation facilities to go to the markets in the country. Some farmers have recognized this fact and have established markets close to or within the city limits of the larger towns. Comparatively wealthy people seldom patronize farmers' markets although one market operator near Topeka boasted of selling melons to a prominent official of the state on several occasions.

Market operators were asked whether the customer wanted bargains or fresh, high quality produce. The replies indicated that customers were looking for bargains, expecting to buy at less than store prices; however, they were about equally interested in fresh, high quality produce.

### ADVERTISING

It is the exception rather than the rule for Kansas roadside market operators to advertise their products in local papers. Only three of the 32 operators interviewed put ads in local papers and then only occasionally. There seem to be other, more effective ways of advertising such as well constructed signs, printed advertising, and circularization of customer mailing lists.

**Signs and Their Location.** — Signs are probably the most effective and economical method of advertising. Many Kansas market operators do not use signs at all; others do, but not to the best advantage. A study was made by the Michigan State College as to the effect of signs on volume of sales. A group of six markets located near each other had no signs. One of these six was induced to use appropriate signs. Within a few weeks, sales from this market were equivalent to sales of the other five markets combined.

Signs should be large and easily read at a distance. They should be durable and yet so constructed that they can be taken down easily at the end of the marketing season.

The effectiveness of signs depends on the size of the letters, the number of words, and the contrast between the letters and their background. Signs which can be read at 100 feet must be brief enough to be read in two seconds when a car is traveling at 50 miles an hour. The watermelon sign in figure 11 is short, easily read with the black and white in sharp contrast. This

sign is doubly effective in that the watermelon is in color, — red and green. Artistic signs appeal to the eye and often are remembered by those who see them.



FIG. 11.—Signs should be easily read at a distance and so constructed that they can be taken down and stored at the end of the marketing season.

Every roadside market should have a large, appropriate sign from 300 to 500 feet on either side of the market. This gives the motorist time to make up his mind and stop his car before it is too late. Most Kansas operators do not seem to appreciate the importance of this fact in market management.

A market with a name is more distinctive and better advertised than one without. Many markets advertise with signs painted on the market buildings. Some markets are so distinctive in their structure that for miles around they are known as



FIG. 12.—Small or crowded signs often are not legible to the passing motorist.

community landmarks. An example of a unique market is the "Big Red Apple" near Wathena, Kansas (Fig. 14). A large proportion of the apples grown in one of the larger orchards in northeast Kansas is marketed at the "Big Red Apple" roadside market.



FIG. 13.—Signs should be at least 300 feet on either side of the market.

The "John Steriotis Fruit Farm" sign in figure 14 is unique in that the lettering is on loose boards which can be removed easily and turned blank side outward when particular commodities are not in stock. Market operators often are embarrassed by leaving posted signs of commodities which they no longer have in stock.

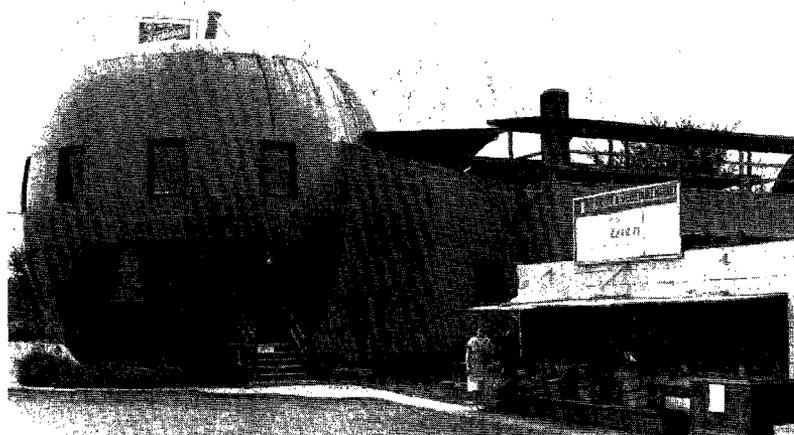


FIG. 14.—Distinctive market names and signs are effective advertising media.

**Displays.** — Large, well arranged displays are an effective way of advertising. It is human nature to want to select from a large stock of goods. There were two markets located on opposite sides of the road near one of the larger cities of Kansas. In the melon season one market made a practice of having five

to ten truck loads of watermelons on display. The other market had only 15 or 20 melons on display and kept the remainder out of sight in a near-by basement cellar. The daily sales of the first market were in the hundreds of dollars compared with less than twenty dollars a day for the second market. The larger amount on display at the first market was the chief factor in creating greater sales.

Most operators realize the appeal of mass displays. In some cases empty boxes or crates are placed underneath filled containers to give the impression of massed displays. Customers will often turn around and drive back to a market with a large display rather than to buy from a market with only a small quantity on exhibition.

Display tables and racks should be tilted to give the best view. The effect of mass display can be presented more advantageously with less produce by means of tilted racks. Mass display alone, however, will not do the job. The produce must indicate freshness and quality.

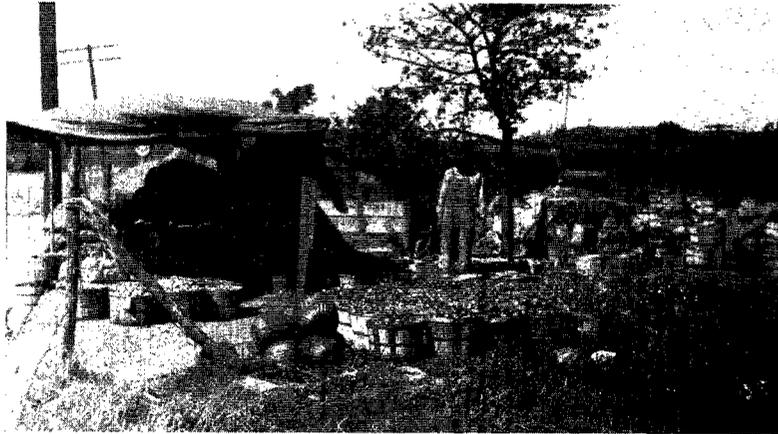


FIG. 15.—Mass display is the most effective advertising medium. The above display would be improved if arranged neatly on tilted racks.

#### FARMERS' FRUIT AND VEGETABLE MARKETS IN CERTAIN KANSAS TOWNS

Only a few of the larger cities of Kansas have facilities for farmers' retail fruit and vegetable markets. Figure 16 shows a late afternoon view of the State Avenue Farmers' Market at Kansas City, Kansas. There are 167 roofed stalls on this market. It is privately owned. Farmers pay twenty-five cents a day rent for a stall, although rental by the season may be had at a reduced rate. Approximately 40 to 60 farmers rented stalls during the 1937 season. In previous years practically all the space was taken.



FIG. 16.—The Kansas City, Kansas, State Avenue Farmers' Market.

There is usually activity at this market from May until the end of the year, with the busiest season in July, August, and September. Friday and Saturday were reported as the best days for sales. Formerly it was mainly an evening and night market, but in the last few years it has become more of an afternoon market. Customers consist mostly of city folk who are hunting for quality and lower priced produce.

This market is used mainly by small growers in Johnson, Leavenworth and Wyandotte Counties. These growers often do not have volume enough to sell on the Kansas City, Missouri, wholesale fruit and vegetable market. Transient truckers are not allowed to sell at this market.



FIG. 17.—The Mission Vale Farmers' Markets near Missionhill Acres, Kansas.

In 1936 Wichita built a new wholesale fruit and vegetable market. This market place takes care of the wholesale fruit and vegetable needs of the city. Local growers may rent space or stalls in this market for twenty-five cents a day. For others the charge is fifty cents a day. It is reported that only 15 to 25 percent of the fruit and vegetables handled at this market is grown locally. Retailing is strictly forbidden.



FIG. 18.—An inside view of the Wichita Wholesale Produce Market.

Figure 19 illustrates how two fruit and vegetable growers near Manhattan disposed of their produce. From 30 to 65 percent of the produce sold through this market was grown on the farms of the operators. Formerly a dozen or so farmers had stalls in the building shown in figure 19, but price cutting and inability to cooperate made the arrangement unsatisfactory. Two producers used most of the space in 1937. These operators reported that the best time of the day for sales was from 7:00 to 11:00 a. m., and 4:00 to 6:30 p. m., with Saturday the best day of the week. Attempts were made to have the most attractive displays at the busy times.

#### COOPERATIVE FARM WOMEN'S MARKETS

Cooperative farm women's markets have not been tried to any extent in Kansas, although at least two such markets have been organized in the state in recent years. Farm women's markets are a comparatively recent venture. Reports from some of the eastern states indicate such markets to have been successful in a number of cases. County home demonstration agents in some states have assisted with the organization and management of these markets. A report by the Bureau of Home Eco-



FIG. 19.—A retail fruit and vegetable market in Manhattan, Kansas.

nomics in the United States Department of Agriculture Yearbook for 1933 states that there were 479 of these markets organized in the United States prior to and during 1931, with a membership of 34,687 farm women.

The expenses of these farm women's markets may be cared for by a small commission charge on sales. Each woman usually sells her own produce at a particular booth or stall. Prices may be set by a market manager or by a committee, and all members sell at the same price. A great variety of products are sold, including home cooked and baked foods, fruits, vegetables, dairy products, poultry products, fresh and cured meats, and, in some cases, needlework, hooked rugs and rag rugs. Only those products raised or made on the farm, or cooked and prepared by the farmers' wives, are sold at these cooperative farm women's markets.

In some cases farm women take turns in "being on the markets." A farm woman may be on the market regularly once a week or three or four times a week. In some places these markets are open only on certain days of the week, possibly only one or two days when many customers are expected.

SUMMARY AND RECOMMENDATIONS

1. Roadside marketing in Kansas is limited largely to four main areas. These are: (1) The fruit section of northeast Kansas; (2) the commercial vegetable areas near Kansas City; (3) the sandier soils of the Kansas and Solomon River valleys; and (4) part of the Arkansas River valley near Wichita.

2. The roadside market should be on a well traveled highway, if possible; the closer to the city limits, the better. The market should be located on level ground and visible for a long distance from either direction. Location near curves or cross-roads is desirable since traffic is slowed down and more customers may stop.

3. Ample parking facilities should be provided. People do not stop at markets where parking is difficult or dangerous.

4. The principal commodities handled depend on the season of the year, but watermelons, cantaloupes, and apples are in general the principal commodities sold. By far the most business is done in August, September, and October.

5. Prices charged should be about midway between those charged by retail stores and wholesale prices.

6. Late afternoon and early evening are the best times of the day for sales. Sunday and Saturdays are the best days of the week for sales.

7. The market operator should be neat and clean in appearance. Promptness and courtesy in waiting on customers are desirable.

8. Distinctive, well built signs are an effective advertising medium for roadside markets. Large, easily read, appropriate signs should be placed at least 300 to 500 feet on either side of the market.

9. Displays should be so arranged as to attract people. Mass displays are customer getters. The effect of mass display can be secured with a minimum of produce by the use of inclined racks or filled containers up-ended against empty boxes.

10. The market building should be suited to the use that is to be made of it. The size, type and cost of the structure will depend on the variety and character of the produce to be sold.