



# Farmers Market Booth

## Overview

Simulate an Irish flower, decorative plant, or herb business as a booth at a farmer's market.

You have a 10x10 booth with three plant tables to display merchandise. Each table is 6'x3'. The cost of the booth is \$100 per day. The farmers market lasts two days. You will need to:

- ✓ Decide which plants to sell
  - ✓ Determine how many plants can fit on the tables
  - ✓ Create plant tags for care
  - ✓ Calculate profit and make adjustments
- 

## Step One - Research

- a) First, research ten different Irish plants, whether flowers, garden, landscape, etc.
- b) Next, look up retail prices of these plants in your area.
- c) Complete the Research table for each.

## Step Two - Decide on Plants

- a) Choose five or more of the researched plants to include in the Booth
- b) Decide how many of each plant. Consider:
  - 1) How large each plant is / how many can fit on the table
  - 2) What the retail is and how many can be sold at that retail (use the Sales calculation table as a guide)

## Step Three - Prepare the Booth

- a) Create tags for each type of plant so customers know how to care for them
- b) Notate where and how many plants are on which tables. Can be drawn or written, just be sure to label with a number to match the data table.

## Step Four - Day One Sales

- a) Complete the sales table for Day One
- b) Determine what changes will be made for Day Two

## Step Five - Day Two

- a) Notate which plants will be sold and where for Day Two
- b) Calculate the sales for Day Two
- c) Notate how the change effected the sales.



# Research: Step One

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

## Instructions:

- Research ten different Irish plants, whether flowers, garden, landscape, etc.
- Look up retail prices of these plants in your area.
- Complete the Research table below for each plant

	Plant Name	Cost*	Retail	Gross profit	Size of plant pot	Grow in your climate?	Include?
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

If you grew the plants instead - how big of a garden would you need?

How long for each plant to get big enough to sell?

If the Farmers market was in July, when would the seeds need to be planted?

\*Cost is 40% of retail; multiply retail by .4 to get cost.



# Decide: Step Three

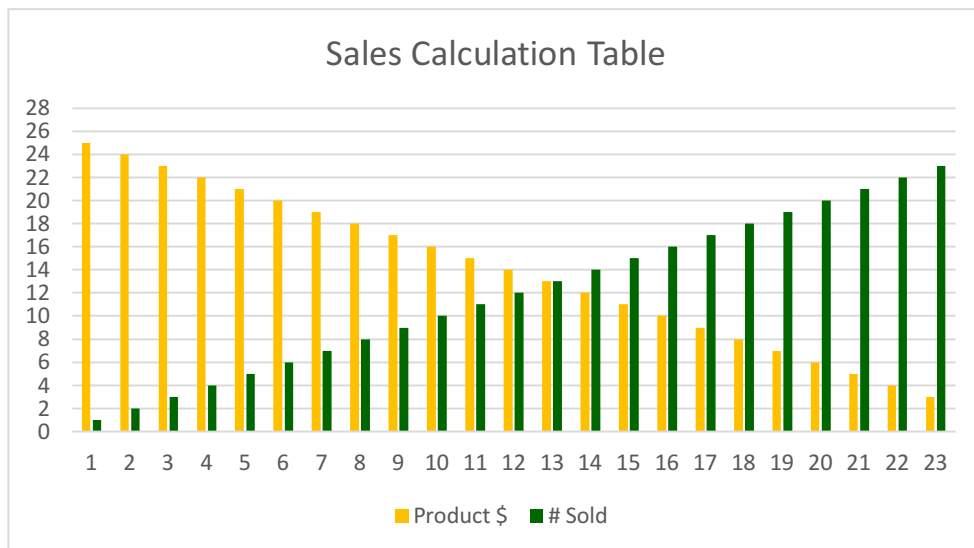
Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Instructions:

- a) Choose five or more of the researched plants to include
- b) Decide how many of each plant. Consider:
  - 1) How large each plant is / how many can fit on the table
  - 2) What the retail is and how many can be sold at that retail (use the Sales calculation table as a guide)

	Plant Name	Pot Size	Notes
1			
2			
3			
4			
5			
6			
7			
8			





# Plant Tags: Step 3a

Name: \_\_\_\_\_

Date: \_\_\_\_\_

<i>Plant:</i>	
<i>Light:</i>	
<i>Soil Type:</i>	
<i>Height:</i>	
<i>Width:</i>	
<i>Water:</i>	
<i>Type:</i>	
<i>Location:</i>	
<i>Needs:</i>	

<i>Plant:</i>	
<i>Light:</i>	
<i>Soil Type:</i>	
<i>Height:</i>	
<i>Width:</i>	
<i>Water:</i>	
<i>Type:</i>	
<i>Location:</i>	
<i>Needs:</i>	

<i>Plant:</i>	
<i>Light:</i>	
<i>Soil Type:</i>	
<i>Height:</i>	
<i>Width:</i>	
<i>Water:</i>	
<i>Type:</i>	
<i>Location:</i>	
<i>Needs:</i>	

<i>Plant:</i>	
<i>Light:</i>	
<i>Soil Type:</i>	
<i>Height:</i>	
<i>Width:</i>	
<i>Water:</i>	
<i>Type:</i>	
<i>Location:</i>	
<i>Needs:</i>	

<i>Plant:</i>	
<i>Light:</i>	
<i>Soil Type:</i>	
<i>Height:</i>	
<i>Width:</i>	
<i>Water:</i>	
<i>Type:</i>	
<i>Location:</i>	
<i>Needs:</i>	

<i>Plant:</i>	
<i>Light:</i>	
<i>Soil Type:</i>	
<i>Height:</i>	
<i>Width:</i>	
<i>Water:</i>	
<i>Type:</i>	
<i>Location:</i>	
<i>Needs:</i>	



# Farmers Market Booth

## Day One: Step 3b & 4

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Notate plant location on the table by number to match the number in the table below. Keep in mind how much space each plants requires.

each square = 6"

Calculate profits based on the Sales Calculation Table

#	Plant	On Hand	Retail \$	# Sold	Total \$	Profit (x.6)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Sub Total

Less Booth cost

Total Profit

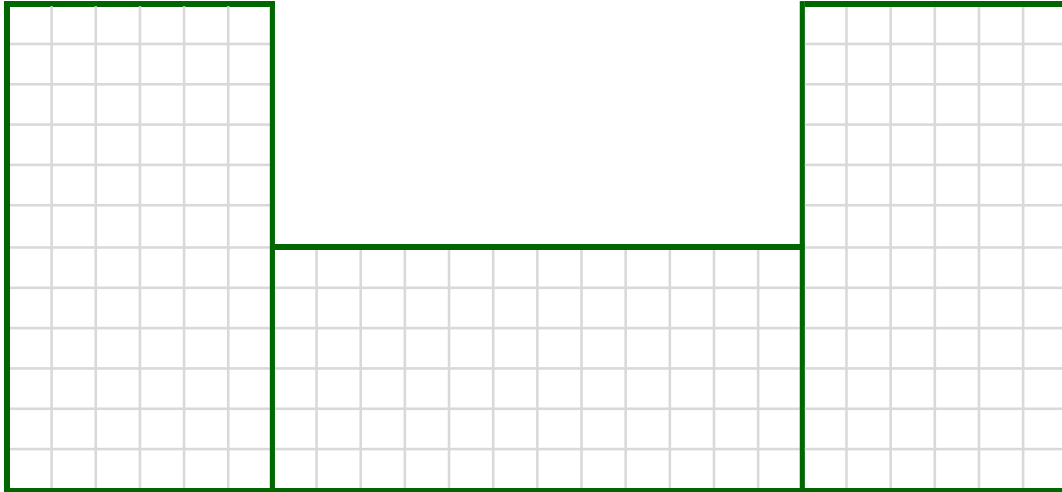
Based on the outcome, what will you do differently on Day Two and why?



# Farmers Market Booth

## Day Two: Step 5

Name: \_\_\_\_\_  
Date: \_\_\_\_\_



each square = 6"

Calculate profits based on the Sales Calculation Table

#	Plant	On Hand	Retail \$	# Sold	Total \$	Profit (x.6)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Total Profit

How did what you did differently on Day Two change the outcome?



# Sell table calculation

Price point

Product \$	# Sold
25	1
24	2
23	3
22	4
21	5
20	6
19	7
18	8
17	9
16	10
15	11
14	12
13	13
12	14
11	15
10	16
9	17
8	18
7	19
6	20
5	21
4	22
3	23

