FARM STAND
SAMPLE-DAY KIT

Tasting Signs • Feedback Cards • Preorder Sheets • Host Checklist

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Print. Set up in 20 minutes. Turn tasters into preorders.
[Write your farm / stand name here]

Suggested price $24 • Ryan Wilson Projects • For your own stand use — print as many copies as you need

WELCOME TO SAMPLE DAY!

Try a taste. Tell us your favorite.

Take home what you love.

Grown & made right here —

thank you for supporting local!

FREE SAMPLES TODAY

Just ask — we're happy to serve you!

One taste per flavor, please,

so everyone gets a try.

PLEASE ASK ABOUT INGREDIENTS

Our samples may contain or touch:

milk • eggs • wheat • nuts • soy • honey

If you have an allergy, let us know before you taste — we'll help you choose safely.

TASTE THIS!

Heirloom Tomato

Flavor notes: Rich, smoky, low-acid, old-fashioned flavor

Grown / made here: Yes • Fresh today

Full size: $4 / lb

Circle your reaction on a Feedback Card!

TASTE THIS!

Raw Wildflower Honey

Flavor notes: Floral, buttery, never heated

Grown / made here: Yes • Fresh today

Full size: $12 / jar

Circle your reaction on a Feedback Card!

TASTE THIS!

Strawberry Jam

Flavor notes: First berries, less sugar, big fruit flavor

Grown / made here: Yes • Fresh today

Full size: $8 / jar

Circle your reaction on a Feedback Card!

TASTE THIS!

Mild Garden Salsa

Flavor notes: Tomato, onion, cilantro — no heat, all fresh

Grown / made here: Yes • Fresh today

Full size: $7 / jar

Circle your reaction on a Feedback Card!

TASTE THIS!

Cinnamon Apple Butter

Flavor notes: Slow-cooked, no refined sugar

Grown / made here: Yes • Fresh today

Full size: $8 / jar

Circle your reaction on a Feedback Card!

TASTE THIS!

Farmhouse White Bread

Flavor notes: Baked this morning, real butter taste

Grown / made here: Yes • Fresh today

Full size: $6 / loaf

Circle your reaction on a Feedback Card!

HOW DOES IT TASTE?

SWEET ■——■——■——■——■ TART

MILD ■——■——■——■——■ SPICY

SOFT ■——■——■——■——■ CRUNCHY

Tell us where you'd put today's samples!

TODAY ONLY — SAMPLE DAY SPECIAL

Buy 2, Get 1 Half Off

on all sampled products

— or —

Preorder today & save 10% at pickup

Ask us how!

THANK YOU FOR TASTING!

Tell us your favorite
on a Feedback Card

Preorder at the table —
we'll have it ready for you.

See you next market day!

FEEDBACK CARDS — Print & cut on dotted lines (4 per page)

We'd love your honest take!
1. Favorite sample today?

_____
2. Rate it: ■■■■■ / ■■■■■
3. Sweetness/Heat: Too little / Just right / Too much
4. Would you buy full size? Today / Preorder / Maybe / No
5. Full-size price feels: Great value / Fair / A little high
6. Grow/make MORE of:

_____
7. Wish we offered:

_____
8. Text/email me when ready:

_____
Thank you! Drop in basket to enter our drawing.

We'd love your honest take!
1. Favorite sample today?

_____
2. Rate it: ■■■■■ / ■■■■■
3. Sweetness/Heat: Too little / Just right / Too much
4. Would you buy full size? Today / Preorder / Maybe / No
5. Full-size price feels: Great value / Fair / A little high
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5. Full-size price feels: Great value / Fair / A little high
6. Grow/make MORE of:

_____
7. Wish we offered:

_____
8. Text/email me when ready:

_____
Thank you! Drop in basket to enter our drawing.

We'd love your honest take!
1. Favorite sample today?

_____
2. Rate it: ■■■■■ / ■■■■■
3. Sweetness/Heat: Too little / Just right / Too much
4. Would you buy full size? Today / Preorder / Maybe / No
5. Full-size price feels: Great value / Fair / A little high
6. Grow/make MORE of:

_____
7. Wish we offered:

_____
8. Text/email me when ready:

_____
Thank you! Drop in basket to enter our drawing.

PREORDER SHEET — Classic (Layout A)

Stand Name: _____ Sample Day: _____ Pickup: _____ Cutoff: _____

We accept: Cash / Card / Venmo / Check • We'll text/email you the day before pickup.

#	Name	Phone / Email	Product	Qty	Pickup	Paid?	Notes

Thank you for ordering ahead — it helps us pick & bake just the right amount. Stand copy: photograph this page as a backup.

PREORDER SHEET — CSA / Bushel (Layout B)

Stand Name: _____ Sample Day: _____ Pickup: _____ Cutoff: _____

We accept: Cash / Card / Venmo / Check • We'll text/email you the day before pickup.

#	Name	Phone / Email	Share / Size	Add-ons	Pickup Loc.	Pay Pref.	Notes

Share sizes: Half Bushel / Full Bushel / CSA Half / CSA Full. Stand copy: photograph this page as a backup.

HOST CHECKLIST

2 Days Before

- ■ Choose 3–6 products to sample (1 proven seller + 1 new item)
- ■ Check quantities — samples AND full-size stock
- ■ Print signs, 30–50 feedback cards, 2 preorder sheets per layout
- ■ Charge card reader; confirm payment handles
- ■ Post 'Sample Day' notice
- ■ Prep drawing prize if offering one
- ■ Check weather; plan tent weights, shade, cold storage
- ■ Confirm help — one server, one register/preorder person

Morning Of — Pack & Setup

- ■ Sample cups, toothpicks/spoons, napkins, gloves, sanitizer
- ■ Cutting board + knife (secured), tongs, trash bag
- ■ Cooler + ice; keep cold foods at/below 40°F
- ■ Signs, feedback cards + pens + basket, preorder sheets + clipboard
- ■ Full-size product, price signs, bags, scale if by weight
- ■ Cash box + small bills, card reader
- ■ Flow: Welcome → Samples (mild to spicy) → Feedback → Preorder
- ■ Allergen sign visible BEFORE first sample
- ■ Taste everything yourself
- ■ Photo of setup for social

During the Event

- ■ Greet & invite: 'Want to try our ___ today?'
- ■ Serve gloved, fresh utensil per flavor
- ■ Say name + one flavor note per sample
- ■ Mention special/preorder after they react
- ■ Restock, wipe, re-ice hourly; discard samples out >2 hrs
- ■ Thank every feedback-card return out loud
- ■ Note verbal comments on back of preorder sheet

After — Same Day & Next Morning

- ■ Photograph/scan preorder sheets & cards
- ■ Tally tasters, cards, preorders, sales
- ■ Enter contacts into one list; calendar pickup dates
- ■ Send confirmation within 24 hours
- ■ Pick drawing winner & notify
- ■ Decide keep / tweak / drop per product
- ■ File cards — this is next year's plan

Food safety: Follow your state/market sampling rules. This kit is signage/paperwork only and does not replace local health rules.

BONUS — THE PREORDER SCRIPT

"Glad you liked that one! We're picking/baking a fresh batch for [day] — I can put your name on one so it doesn't sell out. Just need your name and a phone number, pay at pickup — want me to add you?"

Bundle tip: 'Jam + Bread = $14 (save $2)' outperforms a straight discount. Price full size before the event — never decide at the table.