

Certified Roadside Market Checklist

Name of Market: _____

Date: _____

FIRST IMPRESSIONS

1. Good first impression?
2. Clean, neat, organized?
3. Are signs clear, large, and maintained?

YES	NO

LOCATION

1. Is the market located near traffic flow?
2. Are highway regulations in compliance with city/county ordinances?
3. Is the market located in a farm atmosphere?
4. Is the market located on the right side of the road coming into town?
5. Is the closest town within a few miles of your market?

YES	NO

EXTERIOR

1. Good sized parking lot?
2. Visible from the road?
3. Clear parking boundaries?
4. Clear entrances/exits?
5. Attractive building/structure?
6. Can the building be expanded?

YES	NO

INTERIOR

1. Wide aisles?
2. Wide doors?
3. Are impulse items at the checkout counter?

YES	NO

4. Can customers see over displays?
5. Are floors level and smooth?
6. Do you have a convenient cash register?

EQUIPMENT/FACILITIES

1. Storage for overnight perishable items?
2. Easy to clean facility?
3. Are scales available and have they been inspected by SCDA?
4. Are a variety of products offered?
5. Are products grouped logically?
6. Is lighting available?

YES	NO

CUSTOMER SERVICE

1. Do you have employees to help customers handle goods?
2. Do you have a strategy to help develop new customers?
3. Will you attempt to educate your customers about agriculture?
4. Is there handicap access?
5. Is taste testing available to customers?
6. Do you offer seasonal items?

YES	NO

PRICING

1. Are prices marked uniformly and clear?
2. Are prices fair and competitive?
3. Are prices determined based on cost of production?
4. Are distressed items marked down?
5. Will you accept other methods of payment aside from cash?

YES	NO

PERSONNEL

- 1. Are employees courteous, cheerful, and professional?
- 2. Are employees well informed about products and services?
- 3. Can employees handle complaints?

YES	NO

MISCELLANEOUS

- 1. Will you be open year round?
- 2. Will you be open 7 days a week?
- 3. Do you plan to keep records?
- 4. Do you enjoy working with the public?
- 5. Will your insurance cover your roadside market?
- 6. Will you analyze competition?
- 7. Will you critique your advertising strategy?

YES	NO

Comments:
