



Turkey pre-order suggestions adapted from our friends at the [Woodstock Farmers' Market](#), [Dorset Union Store](#), & [City Market](#)

The Basics:

1. If ordering from more than one farm, make sure the cost to the customer is the same
2. Always offer only one price, otherwise it will confuse people when they order and can challenge staff at the time of pick up
3. Specify a weight range for customers to choose from; such as 10-13#, 14-17# etc; the actual ranges will likely be created by the farm you order from
4. Your goal is to get as close to the customer request as possible knowing there will be variability in the range
5. Turkey deliveries are determined by the farm, but generally start on Monday
6. Customer pick-ups are first-come, first-serve; the earliest pick-ups should be the closest to the preferred weights
7. The week before, begin reducing your purchases of soda to make room in your walk-ins (if not renting a truck). This also reduces your cost of goods as soda slows down this time of year.

The Details: Be Organized- It Matters

1. Create a spreadsheet with customers names, order dates and requested weight; (say 12 pounds)
2. When receiving turkeys arrange by weight in your walk in (or rented truck)
3. Assign each bird to a customer based on the weight range and the date ordered, arrange so all ranges will be in their own space and each is organized alphabetically. This expedites the customer experience
4. Place the bird in a reusable shopping bag, attach the name of the customer
5. Weigh each bird and label with price per pound (say \$3.99) along with the total price (12 x 2.99=\$35.88)
6. Place this scale/bar code information on an INDEX CARD and have the turkey staff/concierge hand it to the customer. Woodstock Farmers Market finds this to be the most convenient way to handle the turkeys and the customers
7. The customer pays using the INDEX CARD, while the *turkey-team* runners grab the bird. This gives customers an opportunity to fill their cart with ingredients, pre-made pies etc
8. If you cannot do this index card barcoded method, place the TOTAL PRICE on the bird
9. Promote your catering or prepared food specialties; arrange staffing so everyone and your new *turkey team* are in place and participating at their highest level
10. Per-orders will be arranged by customer name and packaged up to streamline the pick-up; dedicate a person or team to help facilitate the curated customer service experience including carrying out to the car

