Tips to make farmers markets more inclusive

Tips for staff at farmers markets

Markets are renowned for its local, fresh and diverse produce. They also provide a great sense of community. Here are some ways you can help create an inclusive experience for customers who are blind or have low vision.

**Communication**

- Check if the customer needs assistance, rather than assuming they do.
- Never channel conversation through a third person.
- When speaking with the customer, be yourself and act naturally.
- Use everyday language. Don’t avoid words like “see” or “look” or talking about everyday activities such as watching TV or videos.
- Identify yourself when approaching the customer.

**Body language**

Keep using body language. This will affect the tone of your voice and give a lot of extra information to the person with a vision condition.

**Guiding around the stall**

Some customers may prefer your support with guidance around your stall, while others will just seek some advice. Check with them what type of support they are after.

- Be open to guiding the customer around your stall and locating their items.
- Offer your elbow - this is a simple and safe way to guide the customer.

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