

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.

