

# Farmer's Market Pairings



Ever wonder how to get customers to get that “add-on” purchase when you’re closing a sale? Not sure what else to suggest to customers when they ask you what else goes with tomatoes? Corn? Eggplant? Below is a list of some pairings suggestions and combination baskets you, and fellow farmers, can create to sell and boost sales through upselling and appealing to the “quick and convenient” lifestyle many customers have.

The key is to have a collection of recipes that you know or can give the names to so you can tell your customers about “this great recipe that uses \_\_\_\_\_ and \_\_\_\_\_”. This will give your customers a creative idea and are more likely to try it (and purchase those extra items!)

## Pairings:

- Dill + New Potatoes - Dill Potato Salad or Dill Mashed Potatoes
- Basil + Tomatoes - Caprese Salad (Tomato, Basil & Mozzarella)
- Rosemary + Winter Squash – Rosemary Roasted Butternut Squash
- Arugula + Strawberries – Arugula Salad with Strawberries
- Poblanos + Cilantro – [Poblano & Cilantro Rice](#)
- Eggplant + Tomatoes – [Herb-Roasted Eggplant with Tomatoes](#)
- Spinach + Strawberries – Strawberry Spinach Salad
- Snowpeas + Peppers – Sautéed Snowpeas & Peppers
- Tomatoes + Asparagus – [Tomato & Asparagus Pasta](#)
- Tomatoes + Onions/Cucumbers – [Tomato, Onion & Cucumber Salad](#)
- Corn + Tomatoes – Corn & Tomato Salsa
- Corn + Peppers – Fiery Corn Salsa
- Corn + Cilantro – Grilled Corn with Cilantro and Fresh Lime Juice

## Combination Baskets:

- **Salsa Basket**
  - Tomatoes, Onions, Jalapenos, Garlic & Cilantro.
  - Able to add Corn in as well
- **Dill Potato Salad**
  - New potatoes (red or gold), Dill, Parsley
- **Stir Fry**
  - Onion, Peppers, Mushrooms, Summer Squash, Zucchini
  - Able to add Beef or Chicken
- **Fruit Salad**
  - Melon Salad: Watermelon, Cantaloupe, Honeydew, Muskmelon
    - Add fresh Ginger or Basil
  - Summer Salad: Berries (strawberries, raspberries, blueberries, blackberries), Peaches, Plums, Grapes, Mint
- **Root Veggie Hash**
  - Turnips, Potatoes, Carrots, Parsnips, Onions, Celery Root, Parsley Root (any combination)

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