

YOUR GUIDE TO OERS

# *Local Food Markets A Path to Inclusion*

---

An Open Educational Resource that helps marginalised adults set up and run food stands at local markets — building entrepreneurial, language and intercultural skills in real public-facing practice.

[www.foodincludes.eu](http://www.foodincludes.eu)



# *What's inside this OER*

## **Part A · Foundations**

- How to use this resource
- At-a-glance overview
- Module description, purpose & scope

## **Part B · The Module**

- Vision, mission & objective
- Three phases of delivery
- Four sub-modules of practical content

## **Part C · Delivery**

- Five-week timeline
- Required resources & materials
- Communication plan & channels

## **Part D · Outcomes**

- Objective Key Results & impact
- Lessons learned & improvements
- Ongoing development & assessment

# *How to use this resource*

This OER guides educators through helping marginalised adults — especially migrants — operate a food stand at a local market. Use it whole, or lift the parts that fit your group's needs.

## 01

### Read end-to-end

Use the full deck as a facilitator guide for the five-week course, before working with a group of learners.

## 02

### Lift sub-modules

Pull individual parts — pricing, hygiene, customer service phrases, cultural presentation — into your own programme.

## 03

### Adapt to context

Translate, localise and adjust permits and pricing to your country. Acknowledge the Food Includes source when sharing.

## LOOK OUT FOR

■ Key idea

01 Step / phase

➡ Task

★ Facilitator tip

● ABOUT THIS OER

# *At a glance*

Five weeks of practical, real-world training that turns market days into a learning environment for entrepreneurial and language skills.

10

### Module sections

From description through to ongoing development.

4

### Sub-modules

Planning, operations, marketing, customer service.

5

### Delivery weeks

Practical sessions across one month plus.

7

### Key results

Measurable competencies and outputs.

WHO IS THIS FOR?

**Adult educators** supporting migrant and vulnerable adults · **Vocational trainers** in entrepreneurship and food trades · **Community organisations** helping people enter local market economies

# 01

SECTION

## Module Description



# *What is the Local Food Markets module?*

This module examines how a food stand can be organised at a local food market. Participants acquire practical knowledge on organisational, marketing, pricing and cultural matters essential for active engagement as an exhibitor or vendor.

The knowledge and hands-on materials support business competencies and foster social engagement. An important added value is improving language skills in real customer-service interactions — particularly beneficial for immigrant participants — and promoting intercultural understanding through traditional cuisine.

“

*Immigrants have a unique opportunity to present and share their traditional cuisine, contributing to cultural exchange and community integration.*

Local Food Markets pedagogy

**Practical** · Real market stands, real customers.

**Inclusive** · Built for migrants and vulnerable adults.

**Intercultural** · Traditional cuisines on public display.

# *Purpose, scope and justification*

Three lenses on why this module exists, what it covers, and the gap it fills for migrants entering local markets.

## PURPOSE

### *Why we do this*

- Build business competencies for food stands
- Improve customer-service language skills
- Foster social and economic engagement
- Promote intercultural understanding

## SCOPE

### *What we cover*

- Planning, legal permits and hygiene
- Operations, stand logistics, food safety
- Marketing, pricing and promotion
- Customer service and cultural exchange

## JUSTIFICATION

### *Why it matters*

- Migrants gain access to local economies
- Hands-on practice builds confidence quickly
- Traditional cuisine becomes an asset, not a barrier
- Public-facing work supports integration

# 02

SECTION

## *Objective*



# *Vision and mission*

Two statements that anchor the module — one focused on educators, the other on learners.

## VISION

### *For educators*

To increase the preparedness of educators to achieve learning objectives and results — while developing their professional skills in new participatory pedagogies with a clear student focus that promotes inclusion and diversity.

## MISSION

### *For learners*

To promote greater inclusion by creating flexible learning opportunities centered on food. These programmes enable vulnerable groups to acquire new skills, fostering social integration and improving employment prospects.

# 03

SECTION

## *Development*



# Three phases of delivery

Preparation, implementation and monitoring run in parallel — not in strict sequence. Each has its own activities and checkpoints.

## 01 PREPARATION

- Find local food markets
- Look for internal collaborators
- Market research — define customer expectations
- Decide food, pricing, draft marketing strategy
- Optional: ingredient list and stand logistics

## 02 DEVELOPMENT

- Define the food to be prepared
- Run marketing campaign before the event
- Marketing during the event (packing, info)
- Optional: organisation — stand, staff, clothing
- Confirm safety and hygiene requirements

## 03 MONITORING

- Hold internal meetings
- Track quality across the process
- Reporting and structured feedback
- Visit other local markets, collect insights
- Document for the next edition

# Module overview and structure

The module is built around four sub-modules of practical content, delivered through varied training methods backed by reusable materials.

## FOUR SUB-MODULES

**A** Planning & legal

**B** Operations & hygiene

**C** Marketing & pricing

**D** Customer service & cultural exchange

### TRAINING METHODS

Short lectures · Demonstrations · Role-play · Worksheets ·  
Group activity

### ADDITIONAL MATERIALS

Real-life experience · Excel sheets (checklist, pricing, sales) ·  
Multilingual vocabulary for customer phrases

# Find your market, your niche, your permits

Before anything is cooked or priced, three things need to be in place: a chosen market, a clear product focus and the legal paperwork to trade.

## 01 · RESEARCH

### Researching local markets

- Identify markets — names, locations, schedules, customers
- Observe product mix, price range, busiest hours
- Build a short map: addresses, transport, stall sizes

★ *Slow Food Foundation: Earth Markets directory*

## 02 · NICHE

### Niche and your USP

- Pick a clear product focus: snack, drink, dessert
- Identify unique selling features: recipe, diet, origin
- Write a 1-2 line USP — what makes you different

★ *“Homemade chickpea patties — gluten-free, my Syrian family recipe.”*

## 03 · LEGAL

### Permits and permissions

- Vendor licence, health permit, trade permit, insurance
- Ask: municipality, market operator, health authority
- Check health certificate / health booklet status

★ *Many countries require a valid health certificate — check yours is current.*

# Stand logistics, layout and equipment

A clean, well-organised stand attracts more buyers. Plan the layout, gather essentials, and prioritise what to invest in.

## STAND LAYOUT

### *Components*

- Table, signage, cashbox
- Display trays for products
- Optional: tent or umbrella

### *Three zones to design*

- Service area
- Visible price / menu display
- Hygiene zone for preparation

## EQUIPMENT & SUPPLIES

### *Essentials*

- Serving utensils, storage containers
- Cooling box, waste bin

### *Small investments that matter*

- Quality serving spoons
- Thermal box for hot/cold items

★ *Prioritise by budget — must-have vs optional. Consider second-hand.*

# Food safety and menu design

Two non-negotiables: handling food safely, and showing customers what you sell. Both protect your reputation and your right to trade.

## FOOD SAFETY & HYGIENE

### *Three core rules*

- **Personal hygiene** · Clean hands, hair restraint, no jewellery while serving. PPE: aprons, gloves.
- **Temperature control** · Keep hot food hot, cold food cold. Limit time at room temperature.
- **Cleaning & waste** · Surfaces cleaned regularly. Safe disposal of waste.

## MENU DESIGN & DISPLAY

### *Keep it simple, visible*

#### Every item should show:

- Product name
- Short description
- Price
- Allergen information

★ *Use large fonts and contrasting colours for visibility.*

# *Stock, waste and sustainability*

Managing stock keeps your stand profitable. Managing waste makes it sustainable — and tells a story customers care about.

## STOCK MANAGEMENT

- **Buy small, often** · Avoid overstock that could spoil.
- **FIFO rotation** · First in, first out — for perishables.
- **Waste log** · Track losses to reduce them next time.
- **Weekly purchase plan** · Estimate from expected sales.

## SUSTAINABILITY AT THE STAND

- **Reduce single-use plastics** · Compostable packaging where possible.
- **Minimise food waste** · Compost leftovers if allowed.
- **Local sourcing** · Cuts transport and supports growers.
- **Tell the story** · “We use local ingredients” signs work.

# Pricing basics: the cost-plus formula

Three steps from ingredient cost to selling price. Once you know the formula, you can price any new dish in minutes.

## 01 Ingredient cost

Calculate cost per portion of all ingredients used.

**€1.20**

## 02 Add overhead

Labour, stall fee, packaging — per portion.

**+ €0.80**

## 03 Add margin

Desired margin (e.g. 30-40%) applied to total cost.

**× 1.40**

### WORKED EXAMPLE

Ingredients €1.20 + labour/overhead €0.80 = €2.00 cost. With 40% margin → final price **€2.80** · *round to a convenient figure (e.g. €2.50, €3.00)*

★ **Final price = (cost per portion) × (1 + margin)**

# Marketing at the market and online

Two channels work together: the physical stand draws people walking past, and the social channels bring them back next time.

## AT THE STAND

- **Visual appeal** · Colourful display, samples, friendly staff.
- **Flyers** · Short message, contact, social handle.
- **Business cards** · Use a free template — keep it simple.
- **Payment options** · Cash and digital (mobile, card reader, BLIK).

## DIGITAL & SOCIAL MEDIA

- Use local market pages, Instagram, Facebook
- Photos, opening hours, special offers
- Behind-the-scenes stories build trust
- Ask customers to tag your stand

### SAMPLE POST

*"Fresh chickpea patties at @marketname this Saturday — try our family recipe! Please tag our stand 🙏"*

## Customer phrases and handling complaints

Language is service. A short set of confident phrases — and a calm script for problems — is enough to handle most market interactions.

### BASIC SERVICE PHRASES

**Greeting** · *“Hello! Welcome to [Stand Name]!”*

**Offer sample** · *“Would you like to try a sample?”*

**Take order** · *“What would you like? How many pieces?”*

**Close sale** · *“Thank you! Enjoy your meal.”*

**Polite refusal** · *“Sorry, we’ve sold out of that.”*

### HANDLING COMPLAINTS

*Stay calm. Listen. Apologise briefly. Offer a solution.*

#### ■ If safety issue

Stop serving, remove the affected item, record the incident.

#### ■ Record complaints

Note what happened. Use it to improve service.

# Cultural presentation and partnerships

Traditional dishes become a conversation starter. Local partnerships turn isolated stands into a community of vendors.

## CULTURAL PRESENTATION

### *Tell the story of the dish*

- Explain origin, ingredients, customary way to eat
- Respect local norms (portion sizes, spice levels)
- Be open to explaining differences
- Encourage cultural exchange — short story or demo

★ *A 1-minute description: dish name, origin, ingredients, how to eat.*

## NETWORKING & PARTNERSHIPS

### *Three partners to find*

- **Other vendors** · Cross-promotion, ingredient sharing, advice.
- **Market organisers** · Reach, information about new dates.
- **NGOs and migrant support** · Outreach, audience, trust networks.

★ *Cooperation makes the market stronger.*

# *Evaluation and continuous improvement*

Simple KPIs at the end of each market day. Short reflection at the end of the month. Each cycle improves the next.



## Daily sales

Track revenue and trends across markets.



## Customer count

Number of customers served per day.



## Cost per portion

Vs target — keep margin healthy.



## Feedback

Short notes after every market day.

## MONTHLY REFLECTION

What worked · What to change · New ideas to test · One simple A/B test for next market

# 04

SECTION

## Timeline



# Five weeks, four sub-modules, one market

A five-week scaffold. Adjust the duration to your group's skills and time availability — and start from a selected sub-module if needed.



★ Start from any sub-module that matches your group's needs. The structure is modular.

# 05

SECTION

## *Required Resources*



## *Materials that come with this module*

The module ships with templates, multilingual vocabulary and a real-life experience to make the training tangible and reusable.

### WHAT'S INCLUDED

- **Excel checklist** · For planning the stand and supplies.
- **Pricing template** · Apply the cost-plus formula in cells.
- **Daily sales sheets** · Track sales, customers and best-sellers.
- **Multilingual vocabulary** · Customer phrases in EN, PL, ES, DE.
- **External links** · References embedded on relevant slides.

### REAL-LIFE EXPERIENCE



***Oleksandra Marchenko***

*Ukrainian migrant selling pastry in a Szczecin market, Poland.*

# Non-food resources for the stand

Structured overview of what you need beyond ingredients — health, serving, logistics and communication. Many items can be brought by participants.

## 01 · HEALTH & SAFETY

- Disposable gloves
- Hand sanitiser
- Protective masks (if required)
- Disposable aprons
- Paper towels, wipes
- Waste bins (general & bio)
- Basic first-aid kit

## 03 · LOGISTICS

- Cash box / petty cash case
- Card payment terminal (if used)
- Extension cords, power (if allowed)
- Biodegradable shopping bags
- Transport / storage crates
- Cleaning supplies

## 02 · SERVING & TASTING

- Biodegradable plates
- Disposable cups
- Wooden / compostable cutlery
- Paper napkins
- Toothpicks / tasting sticks
- Small bowls for samples

## 04 · COMMUNICATION

- Information boards (producer info, allergens)
- Price tags, product labels
- Roll-up banner / stand signage
- Leaflets, business cards
- Hygiene & safety info sheet

★ *Consider what participants can bring themselves — and what budget you have for shared materials.*

# 06

SECTION

## *Objective Key Results*



# Seven measurable outcomes

After completing the module, participants demonstrate concrete, observable competencies — each tied to a practical activity.

## 01 Pricing

Set accurate prices using the cost-plus formula for at least three menu items.

## 02 Service language

Use appropriate service phrases in at least four customer–vendor role-plays.

## 03 Stand layout

Design a clear, functional layout meeting hygiene, visibility and workflow needs.

## 04 Social media

Publish a simple announcement: stand name, offer, hours, one image.

## 05 Stock & waste

Prepare a short purchase plan and identify at least three waste-reduction actions.

## 06 Vocabulary

Use essential market vocabulary in practical activities with  $\geq 80\%$  accuracy.

## 07 Intercultural

Present a traditional dish and respond to at least one cultural question from peers.

★ *Each result ties to a practical activity in the five-week timeline — observable and assessable.*

# 07

SECTION

## Communication Plan



# Clear messages, measurable engagement

Make sure participants, trainers, partners and stakeholders receive clear, timely, relevant information that supports learning and practical implementation.

## KEY MESSAGES

- Supports business, social and language skills for food stands
- Builds practical competencies: planning, pricing, hygiene, marketing, customer service, cultural presentation
- Local markets are real opportunities for community engagement
- Inclusive, culturally sensitive communication builds customer trust
- Practical tools — checklists, templates, vocabulary — included

## SUCCESS KPIS

- Participants reached through channels
- Social media engagement (likes, shares, tags)
- Task and exercise completion rate
- Quality of participant materials
- Participant satisfaction (evaluation forms)

★ **Internal:** email, project website, WhatsApp/Signal, printed materials · **External:** social media, market pages, posters, NGO partnerships



# *Economic skills, social belonging*

Impact runs along two tracks. The module builds practical entrepreneurial skills and language confidence — and in doing so creates the conditions for social inclusion.

## ECONOMIC & PRACTICAL

### *Tools to take part*

Practical training in planning, pricing, hygiene, customer service and stand management gives concrete entrepreneurial skills that support entry into local markets or small-scale self-employment.

Planning

Pricing

Hygiene

Service

## SOCIAL & INTERCULTURAL

### *Belonging in a new community*

Learners collaborate, solve problems and interact with local vendors and organisers. Preparing and presenting traditional dishes turns cultural identity into an asset — building self-efficacy and a sense of belonging.

Collaboration

Confidence

Belonging

Identity

# 09

SECTION

## *Lessons Learned & Improvements*



## Three stages of reflective learning

After running the module, learners are guided through a structured reflection — recognising progress, drawing lessons, and shaping concrete improvements for next time.

### 01

#### Reflection on experience

How did confidence and skills evolve? Which activities felt most engaging or challenging — customer interactions, food prep, organising the stand?

### 02

#### Lessons learned from practice

What worked in pricing, hygiene, stock and communication? Where did clear organisation, preparation and teamwork pay off — and where did simplicity win?

### 03

#### Improvements for next time

What specific changes will I try? Pricing strategy, stand layout, hygiene routines, social media content, vocabulary practice, cultural presentation.

#### ★ MY COMMUNITY & FUTURE — questions to ask yourself

*Did selling food help me talk with new people? · Did I feel part of the group? · What did I learn about local culture through food? · How can food help me share my own culture?*

# 10

SECTION

## *Ongoing Development*



## Check your understanding

A short quiz at the end of the module helps learners consolidate the key concepts. Two sample questions below — the full set lives in the workbook.

### QUESTION 01

*What is the main purpose of identifying a niche?*

- a) To offer as many products as possible
- b) To focus on a clear product that meets specific customer needs**
- c) To copy the offers of other vendors

★ *Correct: b*

### QUESTION 02

*What is the correct cost-plus pricing formula?*

- a) Final price = ingredient cost only
- b) Final price = (cost per portion × margin)
- c) Final price = (cost per portion) × (1 + margin)**

★ *Correct: c*

# Further reading and resources

External resources referenced throughout this OER — guides, frameworks and tools to deepen practice. Links were live at the time of publication.

## POLICY & GUIDANCE

### UNCTAD-UNHCR-IOM

*Policy Guide on Entrepreneurship for migrants and refugees*

### FAO Publications

*Food and Agriculture Organization resources*

### European Commission

*Food hygiene rules and Food Safety guidance*

### WHO Five Keys to Safer Food

*Brochure for food handlers*

## MARKETING & PRICING

### Cost-plus pricing

*dealhub.io/glossary*

### Shopify payment options

*shopify.com/blog/payment-options*

### Tips for selling at farmers markets

*attra.ncat.org*

### Farmers' market ideas to attract buyers

*Practical marketing tips*

## SUSTAINABILITY & CULTURE

### IEEP food waste retail report

*ieep.eu — 2025 report*

### EU Diversity & Inclusion guidelines

*codeweek.eu*

### Slow Food Foundation Earth Markets

*Network of inclusive local markets*

### EU social media guide

*op.europa.eu — Webguide*