

# Marketing Gourds

**To Market To Market**

**To Buy A Fresh Gourd**

# Raw Gourds

- Ornaments
- Hardshell
- Not usually mature



# Marketing Raw Gourds

- Raw gourds are most often used during the fall for decoration.
- The larger hardshell varieties are usually green; ornamentals are green/yellow/orange.
- Farmer's Markets
- Roadside Stands
- Local Grocers
- Local Arts & Crafts stores
- Through a web presence

# Dried Gourds

- Can be sold uncleaned





# Dried Gourds

- Or Cleaned
- Join local gourd societies – meet artists in your area.



# Luffa Gourds



# The Luffa

- As a bathing aid
- Slices for dishwashing
- Farmer's Markets
- Local Soap Makers – whole or shredded
- Craft Stores
- Through a web presence

# Marketing Decorated Gourds

- Find your niche – it's your reputation!





# Marketing Decorated Gourds

- Fairs and festivals – Juried
- Farmer's markets
- Holiday fairs and craft markets
- Through web presence
- Galleries
- Online Magazines
- Competitions & Contests
- Public forums (libraries)



# Selling Seeds

- If the gourds haven't frozen, the seeds can be viable for several years.
- Check for germination viability before you sell.
- Fairs
- Farmer's markets
- Online presence