

FOOD X SWAP

Strategies for Successful Swapping: **WHAT TO BRING**

WHEN THINKING ABOUT WHAT TO BRING TO A FOOD SWAP, KEEP IN MIND THE FOLLOWING GOALS:

- Be flexible and appeal to a wide group.
- Stand out from the crowd.
- Play to your strengths.
- Fill a need.

BRING MORE THAN ONE ITEM.

Between food allergies, dietary restrictions, and just plain personal preferences, you never know what swap items will appeal to which swappers. Having at least two different swap items gives you better odds when trying to make a deal for the one item you can't live without.

CONSIDER SOMETHING PRACTICAL.

One of the little-known secrets of food swapping is that there tend to be more sweet than savory items on offer, and as a result, savory items are always highly sought after.

THINK SMALL.

- You are much more likely to find a fair trade for items in individual serving sizes. Hand pies and cupcakes are easier to swap than regular-size pies and cakes.
- Smaller packages allow you to be more flexible and open to trades. If you are making an item that comes in multiples such as cookies or brownies, package them in groups of two, four, or six, depending on their size.
- Bring bite-size samples.

MAKE YOUR ITEMS APPEALING.

Eye-catching packaging and a creative display will draw people to your table. Think printed or handmade signs, brightly colored tablecloths and runners, vertical displays, and enticing samples.



SHARE YOUR PICTURES!
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Strategies for Successful Swapping: **HOW TO SWAP**

TAP INTO YOUR INNER MARKETER:

- Fill out a swap card for each item you brought. Suggest creative uses for your item if it's not obvious.
- Tell a story. Does your item come from an old family recipe? Did you grow the ingredients? These details will get other swappers interested.

BROWSE.

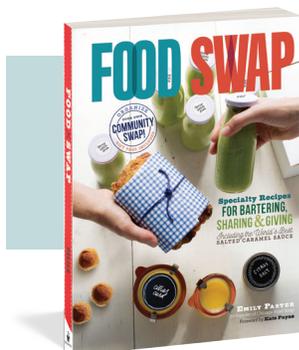
- Sample other participants' items.
- Make offers on as many items as you like. At this point nothing's binding, so don't worry about showing interest in more items than you know you can swap.

STRATEGIZE.

- Make note of your must-have items. When the swapping starts, head to those stations first to be sure those swappers don't run out before you get yours.
- Think about what you want in your pantry and fridge for the next several days. Rather than going for all the yummy desserts, consider swapping for a diversity of foods that can serve as the foundation of many meals.

DON'T SWEAT IT.

- You're never obligated to trade with anyone. Saying no to a trade is part of the process, and you shouldn't worry about turning down someone's offer.
- Expect that others will turn down some of your offers. Don't take it personally.



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