

# Lola Canola Honey



Lola's Three Top Ten Lists for selling  
at Alberta Approved Farmers'  
Markets



### Lola Canola's Top Ten Great Things about selling at Alberta Approved Farmers' Markets

10. Being surrounded by good people and great product
9. Connections to the wider farmers' market community
8. Low overhead, low risk
7. Convenient locations
6. I am my product!
5. Connection to customers
4. Autonomy
3. Diversity
2. The potential for growth and experimentation
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### Lola Canola's Top Ten Challenges about selling at Alberta Approved Farmers' Markets

10. Not spending all of your earnings at the markets
9. Farmers' markets with flawed location or hours
8. Weather and other physical demands
7. Establishing year-round sales
6. Feeling you have to please everyone
5. Time and organization factors
4. Small mindedness or lack of vision on the part of management or other vendors
3. Driving
2. Producing and selling during the busiest season
1. Not always being able to achieve sales goals



### Lola Canola's Top Ten Pieces of Advice about selling at Alberta Approved Farmers' Markets

10. Put your story (as well as your product) front and centre
9. Experiment with markets and products
8. be strategic with your markets
7. Look at other successful vendors and emulate them
6. Join the farmers' market community in whatever capacity you can

5. Involve family and friends
4. be consistent
3. Don't be small-minded
2. Treat yourself seriously as a business
1. Understand that at the core of this experience is quality product and excellent service

ENJOY!

Please feel free to contact me with any questions or to let me know if any of this advice leads you to fantastic success!

- Lola Canola Honey is on Facebook!
- Join Lola Canola's email list!

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