

# HAVE YOU THOUGHT ABOUT SELLING AT AN APPROVED FARMERS' MARKET?

## The Business Opportunity

1

### CUSTOMER

- Perfect your customer service and selling skills
- Discover your target market
- Opportunity to talk in person to customer
- Receive instant feedback from customer



2

### PRODUCT

- Outlet for excess product not sold through other channels
- Ability to experiment with packaging
- Opportunity to easy test new product lines



3

### THE MARKET CHANNEL PROVIDES

- Guaranteed crowd and location
- Group advertising
- Learn from others skilled in business
- Allows you to start small and test your venture
- Consumers passionate about supporting local business
- Recognition under food regulation

### PROFIT

5

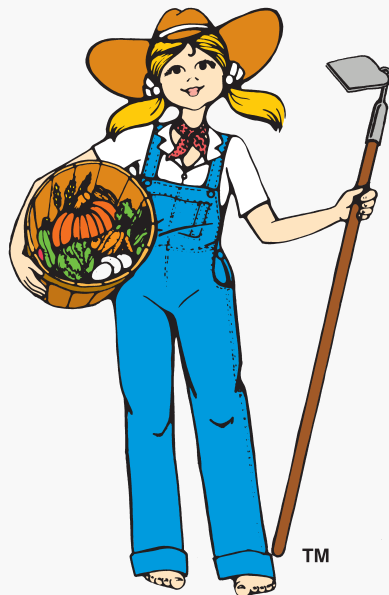
- Low overhead costs required
- Receive immediate payment
- Opportunity to be a price maker not a price taker
- Test your pricing and profit margin



### BUILD BRAND RECOGNITION

4

- Promote your social media, website or newsletter
- Learn which display or signage works the best to attract customers
- Build a customer base; create desire for your product
- Chance to tell customers your story face to face



## Farmers' Market™

Check out [www.sunnygirl.ca](http://www.sunnygirl.ca) for more information



Download the Alberta Approved Farmer's market app today!