

## Market Channel Tip Sheet

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### Food Service Distributor

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<b>Pro</b>	<b>Con</b>
Large order size / frequent delivery They buy product outright unlike brokers who sell on consignment Can access Terminal Brokers at the same time	Fair margins Very price sensitive  Slow pay  Far away from Hollister Probably doesn't speak Spanish Must meet pack and grade standards No loyalty

### **Tips**

- Sell to only one Foodservice Jobber per Terminal Market
- Don't sell to restaurants in the same territory as the Jobber
- Deliver early and personally or be prepared to pay Lumpers to unload for you. Don't argue with the Lumpers.
- Standard pack and grade, good pre-cooling and post harvest are critical. Consider alternative packs that restaurants like. For instance pressure pack your spinach instead of bunching it.
- Sell specialty products like green garlic, squash blossoms, pea tendrils, etc. that are variations on your more conventional items.
- It takes a long time to build up a relationship with a Jobber so be patient. But be prepared for them to suddenly stop doing business with you.
- After you make a delivery, wander around and learn about the competition.
- Make sure that your delivery person, you, your label, your prices, your pack, and your attitude are all telling the same story.