Market Channel Tip Sheet

Food Service Distributor

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<th><strong>Pro</strong></th>
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<td>Large order size / frequent delivery&lt;br&gt;They buy product outright unlike brokers who sell on consignment&lt;br&gt;Can access Terminal Brokers at the same time</td>
<td>Fair margins&lt;br&gt;Very price sensitive&lt;br&gt;Slow pay&lt;br&gt;Far away from Hollister&lt;br&gt;Probably doesn’t speak Spanish&lt;br&gt;Must meet pack and grade standards&lt;br&gt;No loyalty</td>
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**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.