

Market Channel Tip Sheet

Independent and Small Retail Food Stores

Pro	Con
Large order size / frequent delivery Fair margin Buys by the box, pallet, or bin Sometimes local Potential for co-marketing Will buy a range of products one you have introduced the first	Hard first sale Slow pay Few customers There can be bureaucratic barriers Insists on standard pack Must have good and standard post harvest practices; clean and cold Price sensitive

Tips

- Be professional, reliable, and on time. Find the decision maker – but build relationships with everyone who handles your product.
- Take advantage of what makes you unique to the store: you are local, your product can be more ripe (true vine ripe tomatoes can be brought right from the field), you are entertainment for the buyer and put him or her in touch with the farming side of their business, you are a marketing opportunity to them, etc.
- Provide *Point of Purchase* (POP) cards that fit stands.
- Choose a signature product, then piggy back other products to broaden line. (Be the produce buyers “tomato guy” but sell a few boxes of peppers and cilantro and basil with each delivery)
- Ask when to make sales calls and deliveries then try to develop a steady routine
- Give the buyer a schedule of what you will harvest and when, then keep them informed of variations and upcoming new products.
- Ask constantly about their needs including pack, size, variety, post harvest and new items.
- Don’t change your price and try to get an agreement for regular deliveries.
- Try to always have something to sell them so that you never break the pattern of delivery.
- Figure out what your minimum average order size is and decide how long you will give the customer to reach it.

- Make sure that your delivery person, you, your label, your prices, your pack, and your attitude are all telling the same story.