Wholesale Markets: Buyer/Producer Business Relationship Discussion Guide

Business and People_____Date_____

Product(s)	
Type, variety, volume	
Period of availability & consistently	
Price	
Additional Marketable Value(s)	
Certified Organic	
Local	
Value's alignment	
Food Safety	
Farm's food safety system and practices	
Buyer's food safety requirements	
Buyer's food safety system and practices	
Post Harvest: Shelf Life	
Producer's postharvest process (i.e. cleaning, cooling)	
Producer's temperature/humidity management, field to delivery	
Buyer's quality maintenance (i.e. crisping, storage, display capacity, turn over time)	
Packing & Grading Standards	
Product standards: quality, size, uniformity, cleanliness, maturation	
Packaging: carton type & size, additional materials	
Unit packing	
Labeling, individual: brand stickers, PLU	
Labeling, carton: farm name, lot number, product/volume	

Doing Business	
Maturation forecasting, lead time needed	
Order schedule and system	
Delivery: when, where, who	
Cancellation policy	
Who will be the primary communicators?	
What is the buyer's commitment and consistency in purchasing?	
What is the farmer's commitment to buyer?	
Written verse verbal agreement?	
Payment schedule	
Product liability insurance	
What is the feedback loop for communication on product quality	
Producer's quality policy	
Marketing and Merchandising	
Buyer's customers: Demographics, values, needs	
Product display: how, amount, where, seasonal impacts, in-store competition	
Point of purchase materials and other branding provided by producer?	
Will buyer co-promote farm brand and products? How?	
Specials: Capacity, system and pricing, lead time needed	