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Cultivating Community  
*This institution is an equal opportunity provider*

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CLASS OUTLINES

January

Class 7 “Wholesale 2013”

Goal: The goal of this class is multifold: 1. Give the famers an overview of the 2012 wholesale season. 2. Teach them more about my role in managing Fresh Start Farms’ wholesale accounts 3. Introduce the idea of becoming more “professional” in how we deal with wholesale. 4. Practice planning for wholesale deliveries, especially calculating how much time to allot for all aspects of prep and delivery. 5. Talk about why invoices are important and practice writing them.

* Overview of the 22 wholesale accounts we had last year
  + Some were consistent every week deliveries
  + Some were just a few times
  + Some were one big delivery
* I managed all of the wholesale communications last year (except for Forage Market – Hussein)
  + Some wholesale only communicated by email, some only by phone, one only by text message
  + Some remembered to call me when they needed something, but most wholesale accounts I had to call every week and call and call and call until I could talk to the right person
  + This takes a LOT of time. Last summer, my phone bill told me that I was on the phone 30 hours per month most of that was with wholesale.
  + I also spend a lot of my time during the winter working on wholesale relationships.
  + I love managing wholesale for you guys, but I can’t do much more without handing some of the responsibility over to you guys
* 2013 wholesale
  + 5 food pantries in blue are grant funded wholesale accounts.
    - We won’t know until May or June if there is grant money again
      * Falmouth Food Pantry has some extra money and can buy veggies directly from Mohamed. The FFP was very impressed by how easy and professional Mohamed was to work with. This is an example of making your own wholesale connections.
  + The list of wholesale in green is locations that I haven’t talked to yet about purchasing in 2013. Most of these were one-time wholesale purchases
  + The list of wholesale in pink is locations that I have already talked to and that want to work with us again in 2013.
    - Talk briefly about each location
  + We have two new definite wholesale locations for 2013 and 7 new Maybe locations
    - Talk about my strategy to try to find wholesale accounts near slow markets to make driving to a slow market a better use of time and energy
      * Example – Damariscotta
  + Bring examples of all of the new wholesale packaging to class and talk in detail about each one; where you can buy it, how much it costs, why we use one packaging option over another.
  + The advanced NASAP farmers are excellent, very skilled farmers with great farmers market skills and great CSA skills, but there are still some things to learn about wholesale.
    - Wholesale is all about being a “professional farmer”.
      * Doesn’t mean you have to look like a fancy business person, but it does mean that you have to think like one.
      * What does it mean to be a “professional farmer” who thinks like a fancy business person?
        + Let’s make a list together of how a professional farmer gets ready for a professional wholesale delivery
    - Being on time and fully prepared is SO important
      * As a group, let’s plan for 4 different wholesale delivery scenarios
      * Allot 45 minutes for this exercise
    - If you are running late, you HAVE to call your wholesale.
      * Give example from my experience: I used to deliver 240 heads of lettuce every Monday to Flatbread Pizza in Portland. Each box had 24 heads of lettuce, so I delivered 10 boxes. I delivered every week at 11am. As soon as I brought the first box into the kitchen, the staff opened the box, washed the lettuce a second time and chopped the whole box up and started putting it on plates for lunch service that started in 15 minutes. If I was 15 minutes late, I could have caused a very big problem for the restaurant.
    - Wholesale does not like to see a messy dirty car. They will be worried that your vegetables will make their customers sick.
      * The like a very clean, very organized car.
  + It is just as important to give your customers an accurate invoice as the boxes of vegetables.
    - An invoice is how you get paid
    - It is proof that the wholesale has spent money on vegetables
      * We work with two different categories of wholesale
        + Non-profit

All of the money that they have to purchase veggies with comes from grants and donations. The non-profit has to prove to the government and the donors that they used the money for the right purpose.

Without an invoice from you, the non-profit can get in trouble with the government and not receive donation money in the future

* + - * + For-profit

Restaurants, caterers, etc

Have to do profit and loss statements every year just like you to do their taxes. Just like in farming, restaurants have to spend a lot of money to make money. If they don’t have proof that they spent money, they will be taxed on every penny that they earned. If they do have proof that they spent money, they are taxed on the difference. Every time we forget to give a wholesale account an invoice, it is costing them money.

* + - Let’s practice writing invoices
      * I will time you so that we have a good idea of how much time you need to set aside before a wholesale delivery to write your invoice.