



RESOURCE GUIDE FOR BASIN
PRODUCERS & PROCESSORS

GROWING YOUR FOOD BUSINESS



B A S I N
FOOD & BUYERS
E X P O



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UNDERSTANDING THE MARKET



PREPARING TO MEET A BUYER

When you make contact with a buyer, you want to make a great first impression. Before getting in touch, get to know who you're contacting and understand their needs. For example:

- Visit the stores or restaurants you want to sell at, to get an idea of how you and your product fit in and can help meet their goals.
- Talk to staff, store managers, chefs, restaurant owners or consumers to find out what they need.
- Attend industry events, conferences, workshops and trade shows, and network with other industry members.
- Keep up to date with market drivers and food consumption trends in domestic and international markets, at both the store level and in food service.
- Check out your competition and understand how your product compares in terms of quality, availability, pricing, special deals, promotional allowances, etc.
- Ensure you have researched the social media channels and website to understand how your product fits.

Do your homework. The more you understand the marketplace you're interested in selling your product through, the more confidence you will have in your presentation to the buyer.

ELEVATOR PITCH

Develop and be prepared to deliver, in a few concise sentences, what makes your product unique, how it solves a problem for the buyer, and who your consumer is. This is often referred to as a value proposition. Spend some time crafting this statement, and practicing it. This should be your go-to answer when asked "So what do you do?" or "What do you make?"

EXAMPLE: "At Chook Farms we grow biodiverse soil, which in turn feeds our community organic fruit and veggies. When we are not in the field we are crafting deeply nutritious blends of cold pressed juices. Consuming vibrant foods to fuel an active lifestyle should be easy and delicious, and that's why we bottle the best of our family farm fresh for you."

REQUIRED INFORMATION

Whether you contact the buyer by phone, by email or in person, be prepared to provide all your contact information and briefly describe your company, products and food channels (use your elevator pitch). Be concise and respect the buyer's time.

MARKETS AND FOOD CHANNELS

Be prepared to share with a buyer all places where you currently sell your product. This may include farmers' markets, festivals, gift shows, small independent grocery stores, chain stores, restaurants or online. Be prepared to also identify any new markets and food channels you'd like to move in to.

PRODUCT CATEGORIES FOR RETAIL FOODS

Understand which categories your products fall under. Each buyer is responsible for specific categories. Make sure you talk to the person with decision-making authority.

- bakery
- beverage: alcoholic
- beverage: non-alcoholic
- cereal, grain, pasta or rice
- condiments (dips, sauces, etc.)
- confectionery
- dairy
- deli
- desserts
- entrees and ready meals
- fish and seafood
- special dietary (gluten-free, kosher, etc.)
- floral and nursery
- frozen foods
- honey and sweeteners
- meat and poultry
- natural health products
- natural/organic foods
- pet food and supplies
- produce (fresh)
- snack foods
- other





MINIMUM REQUIREMENTS FOR REGIONAL DIRECT SALES

Items you should have in place before contacting a buyer:

- A business plan
- Distribution capabilities
- Federal and provincial inspections
- A food safety plan
- Insurance (\$2-million minimum)
- A marketing plan
- Compliance with Canadian regulations (food safety, packaging, etc.)
- Packaging and labeling that is compliant with CFIA.
- UPC Code
- Production capacity
- A recall procedure
- Special certifications (organic, vegan, etc.)
- Successful sales
- Traceability.

ADDITIONAL REQUIREMENTS FOR EXPANDED SALES & DISTRIBUTION

These items may be required to sell to larger box stores or for wider distribution and out of province sales:

- Hazard Analysis Critical Control Points certification (HACCP)
- Registry with ECCnet, Canada's national product registry
- Electronic Data Interchange and Electronic Funds Transfer capabilities
- Recycling BC stewardship plan



MARGINS & MARK UPS



PRODUCT COSTS

The total cost for you to manufacturer one unit of product. Generally includes raw materials, packaging, and labeling.



DISTRIBUTOR PRICE

The price you to sell your product to the distributor for. Generally manufacturers retain a 30%-50% margin.



WHOLESALE PRICE

The price the distributors sell your product to retailers or restaurants. Generally distributor profit margins are 20%-33%.



RETAIL PRICE

The price on the shelf. Generally retail profit margins are 33%-55%.

PRICING YOUR PRODUCT THROUGH THE VALUE CHAIN



CHOOSE A METHOD



WORK UP
FROM PRODUCT COST

\$1.00

YOUR PRODUCT COST



\$1.67

PRICE TO DISTRIBUTOR

40% Margin: $\$1.00 / (1 - .60) = \1.67



\$2.31

PRICE TO RETAILER

28% Margin: $\$1.67 / (1 - .28) = \2.31



\$3.85

PRICE TO CONSUMER

40% Margin: $\$2.31 / (1 - .60) = \3.85

THE RETAIL PRICE

WORK DOWN
FROM TARGET SHELF PRICE

\$4.00

YOUR TARGET RETAIL PRICE



\$2.40

PRICE TO RETAILER

40% Retail Margin: $\$4.00 \times (1 - .40) = \2.40



\$1.73

PRICE TO DISTRIBUTOR

28% Wholesale Margin: $\$2.40 \times (1 - .28) = \1.73



\$1.04

YOUR PRODUCTION COST

Your 40% Margin: $\$1.73 \times (1 - .60) = \1.04

YOUR COST OF GOODS

PREPARING FOR THE SALES PROCESS



CREATING A SELL SHEET

A sell sheet introduces the key elements of your business and products to a buyer. It is an industry standard document that should be presented in full colour and ideally fit on a single letter-size page. Buyers are busy, so your sell sheet should be polished, concise and memorable.

Include:

- Your company story and/or your value proposition: what you do that is unique, who you do it for and why.
- Professional product photography.
- A list of your full product offerings, with short descriptions of each item and all varieties, including UPC (scannable bar codes).
- The individual size and weight of retail units.
- Case specifications: how many units in a case, weight and dimensions.
- Pallet specifications (if applicable): how many cases on a pallet, weight and dimensions.
- Certifications and allergy categories.
- Contact information, including website and social media.
- Product and brand logos, if different than the company's.
- Ordering and shipping information and minimum order amount.
- Listing allowances.
- Any marketing or promotional offerings; free fills, in-store demo plans or social media marketing (you don't need to outline these in detail but it's a good idea to identify that you can accommodate these needs).

Many producers choose to leave prices off their sell sheets to keep them viable for longer, as pricing can shift. Instead, provide a supplementary price sheet to support the more permanent sell sheet.

Use professionals to help you best represent your products. This may include:

- A graphic designer to design the document and prepare it for printing and the web.
- A food stylist to showcase your product for photography.
- A photographer to capture your packaged product, raw ingredients and maybe your process—don't use your cell phone.

SALES PACKAGE

In addition to your sell sheet, your sales package may also include:

- Product samples that feature your top-selling flavours and a variety of pack sizes, if applicable.
- Your professionally produced business card and brochure, and any point-of-sale or customer info materials you may have.





CHOOK FARMS
COLD PRESSED JUICE

At Chook Farms we grow biodiverse soil, which in turn feeds our community organic fruit and veggies. When we are not in the field we are crafting deeply nutritious blends of cold pressed juices. Consuming vibrant vitamins to fuel an active lifestyle should be easy and delicious, and that's why we bottle the best of our family farm fresh for you.

With 3-4 pounds of fresh, organic fruits and vegetables, cold pressed into every bottle, Chook Farms Cold Pressed Juice delivers a delicious and 100% nutritious juice, every time.

At Chook Farms, we adhere to the highest standards in the production of our juice. We use a hydraulic cold press, the highest quality juice press that exists, to extract the optimal amount of nutrients and enzymes from 100% organic fruits and vegetables. We grow all our own juice ingredients on our 14 acre certified organic family farm. Come on out to an open farm day, we'd love to show you around.

Free Fill on opening orders . Advertising + Demo allowances please contact our sales team for details.

★ Biodynamic ★ Certified Organic ★ 100% Pure Fruit & Vegetable Juice ★ No Sugar Added



GREEN MACHINE

Kale Apple Rhubarb Juice - 12 oz glass bottle
Item Code #01200 Biodynamic & Organic



RADICAL RED

Berry Beet Apple Juice - 12 oz glass bottle
Item Code #01280 Biodynamic & Organic



EPIC ORANGE

Apricot Carrot Ginger Juice - 12 oz glass bottle
Item Code #01240 Biodynamic & Organic



Case Pack: 6/12 FL.OZ
Unit Dimensions: 2" x 2" x 5"
Case Weight: 4 lb
Case Dimensions: 4" x 6" x 5"
Minimum order 3 cases.

Shelf life 5 days. Keep refrigerated.
Turnaround time for orders is 5-7 days.
Free shipping with orders of 12+ cases.
We ship anywhere in BC!



juice@chook.farm 1-888-333-555
Old Farm Road 331, Salmo, BC V0H-1H0
instagram + facebook: @chookfarm

WWW.CHOOK.FARM

CREATING A FRESH SHEET

Whereas a sell sheet is a long-lasting document that introduces your food product to retailers, a fresh sheet is a frequently updated document that highlights your farm's current fresh products. Plan to email it weekly to restaurateurs.

Similar to the sell sheet, it shares the story of you and your farm, presents you as a professional and displays your farm's personality.

Here are the key components:

- **Format:** It should be mobile friendly and printable.
- **Ease of use:** Because you'll be changing this weekly, it needs to be easy for you to manage and edit. Consider using a free online newsletter platform.
- **Routine:** It should be sent at the same time each week so chefs can plan accordingly.
- **Offerings:** List only the items you have a lot of. Don't promote your limited availability items; save those for other market opportunities. You don't want chefs designing a menu around something you might run out of.
- **Pricing:** Include price break thresholds for volume purchases (discount at 50lbs? 100lbs?).
- **Ordering:** Include ordering information, cut-off dates and times, and delivery or pick-up details.
- **Contact:** Include your contact information.
- **Sneak Peak:** If you know what's coming off the field next, share it so chefs can start planning.

For in-person visits to restaurants, supplement the fresh sheet with a brochure, business card and overview of all your crops with their seasonal availability.



FRESH SHEET



CHOOK FARMS

FOR THE WEEK OF OCTOBER 1-7

Friday + Saturday orders must be placed by Wednesday at noon.
For farm pick up on Monday orders must be placed before Saturday at noon.

Call / Text 888-333-5555 or email: fresh@chook.farm

Broccoli - \$5/lb Buy 30 lb + for discount \$4.50/lb

Green Cabbage (great for sauerkraut) - \$2/lb

Napa Cabbage - \$2/lb

Kale - Lacinato - \$3.50/bunch Buy 12+ bunch for discount \$3.00/bunch

Rainbow Chard - \$3.50/bunch

Carrots - \$2.50/lb Buy 50 lb + for discount \$2.00/lb

NEXT WEEK SNEAK PEAK...

Potatoes are shipping next week! We'll have Sieglinde, French fingerling, & Purple Russian - \$2/lb
Buy 200 lb + for discount \$1.50/lb

**Come on out to our next open farm day, we'd love to show you around
October 18th 10-2
Pick a pumpkin while your here!**



WWW.CHOOK.FARM

fresh@chook.farm 1-888-333-555
Old Farm Road 331, Salmo, BC V0H-1H0
instagram + facebook: @chookfarm

INTRODUCING PRODUCTS INTO FOOD CHANNELS



SELLING DIRECT TO RETAIL

Retailers are busy people dealing with staffing issues, competitors, equipment failures and more. Your sales meeting needs to be efficient and effective. The objective is for the buyer to try a great product that will be offered at a great price, with great vendor support, no risk and little effort, so the store can make more money.

- Find the correct buyer for your product category by calling the store in advance and asking who to speak with. Ask how best to communicate with the buyer-phone or email. Make the appointment.
- Come to your appointment prepared with your sales package.
- Know what the store already carries in your category, and know how your product compares. Differentiate your product, but don't put down the competitors.
- Ask the buyer if he or she likes your product and thinks the customers will like it too.

You may also want to consider these:

- Provide "free fill" on the first order: a case of each stock keeping unit, or unique variety or flavour, that you want the store to carry.
- Schedule one product demonstration per month (three to four hours in each store) for the first quarter. This can continue quarterly thereafter if you live nearby. This promotion is often the best return on your marketing dollars.
- Have a calendar of promotion periods (usually quarterly) with quantity buy-ins and discounts. Give at least a 15 per cent discount for each promotion (usually for a one-month period).
- Consider paying half of an ad or flyer that promotes your product.

If the buyer is hesitant, you may want to offer to stock some products on a consignment basis (you only get paid when they sell), or do a demonstration in-store to gauge customer support. Keep accurate records of how many you sell.

If the buyer says no, find out why. Is it the price, taste, size, packaging or distribution? Are there too many competitors? Plan to resolve issues and retry later.

GROCERY RETAIL MARGINS AND PRICING

You sell your product to the retailer at a certain price, and then the retailer adds a percentage (margin) to this to determine the shelf price. On general grocery products, this margin ranges from 33 to 35 per cent, although variations exist between categories. Specialty stores may have even greater margins, as staffing and overhead costs may be higher. Also, retailers sometimes lower margins during sales promotions, expecting that higher-volume sales will make up for the loss.

You have to consider two things when pricing your product:

- 1) With the store's margin added, will the shelf price be reasonable?
- 2) When the shelf price is reasonable, are you yourself making enough money?

If not, consider other sales channels, like farmers' markets and direct sales, until your volumes come up and your product costs (hopefully) come down. Everyone needs to make a little money for the producer/vendor relationship to be sustainable.

GENERAL GROCERY MARGINS

- Fluid dairy, eggs: 20-30% (relatively low since they're considered weekly staple items that generate traffic)
- Grocery dry goods, cooler and frozen: 33-35%
- Candy and snacks: 40-50%
- Housewares: 45-55%
- Wellness products: 42-55%
- Produce: 35-40% (four to five per cent of this usually accounts for shrinkage from trimming and evaporation)
- Meat: 10-90% (depending on species and cut: low for ground and high for prime rib)

Average retail margins will vary depending on the retailers' target market and business model. Whole Foods, targeting affluent consumers may average 38 per cent margin due to all the product made in-house and high margin wellness items, and to help balance out high labour costs. Other grocers, like No Frills, for instance, may average closer to 30 per cent margin, and keep labour low to stay profitable.

Think about added costs for the retailer that affect what they need to achieve for margin: do they have to add price tags, their own item codes, or take on the cost of spoilage for items with a short shelf life? If so, you may need to give them more margin to account for these added costs.

Store staff can be your best sales team, so keep them happy instead of creating more work. Be sure to offer excellent customer service and always have enough stock to fill their orders. This way, they won't be tempted to give your shelf space away to the next company that comes knocking.



SELLING DIRECT TO RESTAURANTS

Like retail buyers, restaurateurs are also busy people. Find out who makes the buying and new menu item decisions; they may not be the same person. Also don't be offended if this person can't honour your appointment. If a staff member calls in sick, getting the food out to customers or washing dishes is his or her priority. Simply try again.

Chefs may come to you at a farm stand or farmers' market, but usually only those from premium restaurants that focus on presenting local food. Develop those relationships: get to know them by name and introduce them to other products and even recipe ideas. Get their phone numbers and make sure they have yours. Ask if they'd like to be put on your weekly fresh sheet mailout.

If local food is not a restaurant's focus, it's a harder sell and you'll need to go to them (with your fresh sheet and sales package). Traditional restaurants look at how a menu item will sell off a printed page, the ease of preparation and food cost. You need to be able to demonstrate how including your ingredients will allow a meal to be served at a 66 per cent margin (at least) at a menu price their customers are willing to pay.

Unless you sell dairy products (must be from a licenced facility) or meat (needs to be federally or provincially inspected, or processed on-farm under a Class D licence), most vegetable matter, grains, pulses and eggs can be sold directly to restaurants without significant regulatory requirements.

If you have a value-added product, the same rules that apply to retail sales apply here, depending on the product and scale: Interior Health site licences, Canadian Food Inspection Agency licences, etc. Some larger restaurants, hospital kitchens or commissary kitchens require Hazard Analysis Critical Control Points (HACCP) certification from their supply chain as part of their food safety plans.

Consider the following:

Case size/weight: Make sure they're clearly labelled and correct. (You'll need a certified scale to sell by weight.) Use boxes and food-safe containers normally used for commercial sale: most restaurant shelving is only 18" deep and stockroom organization is very important. Case weights must also be in line with industry standards for staff handling, from a WorkSafeBC perspective.

Price: Is the price by kilogram, pound or bunch? Will price fluctuate throughout the season? Identify this up front so there are no surprises and the restaurant can price items accordingly. Restaurateurs do not like reprinting menu prices, if avoidable.

Quality: Is this a premium item that needs to look good on the table—in which case you may be able to charge a premium? Or is it a delicious but "ugly" vegetable destined for soup or stew? Price and communicate its virtues accordingly.

Availability: How long will the item be available, and what is coming next? Suggest freezing items, if suitable, for winter use (e.g. fruit and berries). If you have space at your facility, consider making individually quick-frozen items, packed into food-service-size boxes for storage, and delivering them year-round.

SELLING TO A DISTRIBUTOR OR THROUGH A BROKER

A distributor is a company that purchases volumes of your product (generally by the pallet, or even truckload) and then ships it in smaller increments (generally by the case) to individual retailers. They're also known as wholesalers. Larger retailers may have integrated distribution into their businesses (e.g. Walmart, Costco, Save On Foods, Safeway, Federated Coop), but may still draw from independent distributors (e.g. GFS, Sysco, UNFI, Horizon, Left Coast, Discovery).

Distributors generally have sales representatives who visit retailers to present new products and special promotions, usually on a quarterly basis (but often less in rural areas). Often new product introductions require educating the distributor's sales force: the sales team needs to understand and be excited about your product in order to sell it to retailers. If the distributor has a large catalogue, small producers can get lost in the mix, so you may still have to visit and promote your product to retailers yourself. Warehousing, transportation and keeping sales reps in the field come at a cost, so many distributors look for 20 to 33 per cent margins, depending on how much handling and market support the product requires.

If you sell to a distributor, you'll need to clarify who is responsible for selling the product, who is responsible for credits (returned products) and spoilage, and how promotions will be worked into the pricing model. Actual transfers of product ownership, responsibility for the shipments and insurance for the shipments must also be made clear. Will you offer manufacturer charge-back promotional dollars and buy-in volumes for a specific period?

You'll need to agree on these details in writing to prevent any misunderstandings, and build the cost of any marketing into your product price and business planning.

BROKERS

A large distributor may not be able to give your product individual attention. But what if you yourself are too busy to promote your products store by store? You could hire your own sales representative (whether or not you use a distributor), but this can be expensive. Instead, you may want to consider hiring a broker. A broker (a person or an entire firm) works as a liaison between you and retailers—but doesn't stock or ship your products, apart from sales samples. The broker usually represents a number of producers, but not as many as the major distributors.

Keep in mind that brokers charge a commission, often of five to eight per cent, so you have to build that into your margin. Therefore, having *both* a distributor and a broker is really only suitable for products that have a fairly low production cost and relatively high shelf price.

When starting out, you're likely your product's best sales person. You'll only need a broker once sales levels require you to direct your attention to production and the management of your company. You may also want to use a broker if you need to generate growth and returns for venture capital, or want to build and sell a company quickly.

Remember, it's still up to you to educate and inspire the broker. Make sure you keep the broker up to date about your products and promotions, or you might fade into the mix.

TERRITORY AND OVERLAP

When choosing a broker or distributor (or both), be sure to correctly match their capabilities to your goals of company growth. If you want to grow organically, you may want to use one or more regional distributors or a broker that represents fewer lines—these can provide a more personal approach. If you have an ambitious national marketing plan, you may want a national distributor or broker with a Canada-wide sales force and comprehensive warehousing and logistics.

EXHIBITING YOUR PRODUCTS



EXHIBITING YOUR PRODUCTS

If you're trying to grow your customer base, expos are a great way to meet new buyers and introduce your products to new people. Exhibiting often means long days on your feet, travel and expenses, but the rewards of landing a new client can have significant impacts on your business. To make the most of your experience, plan ahead, work smart and understand the work is not over when you pack up your booth.

BEFORE THE EXPO

- Understand who will be attending and what the focus of the show is.
- Be strategic about your goals and the type of contacts you're trying to make.
- Determine who you want to talk to and try to set up meetings for buyers to come to your booth.
- Have your sales collateral ready and looking great: business cards, brochures, sell sheets, etc.
- Ensure your support team is fully trained and can speak with confidence on behalf of the business.
- Use social media to share your excitement. Use the hashtags provided by the organizers to grow your audience and product awareness.

DESIGNING YOUR DISPLAY

You don't need to spend thousands of dollars, but you do need to consider how you're presenting your business. Know the size of your display space and what resources the venue will provide: don't make any assumptions about tables, garbage, power, etc. Bring everything you need. When planning your display, consider:

- where is your eye drawn?
- is your key message or product the focus of your display?
- is your signage legible from 20 feet away?
- is the overall visual consistent with your other sales materials?
- will you stand out in a row of dozens of other booths?
- how will people interact with your display?
- how will your team be dressed to complement the display?

SELLING YOUR FARM STORY

Exhibiting for farmers in the off season can be tricky, especially when you're used to filling your market stand with in-season produce. Standing at an empty table in the middle of winter can seem daunting. But what you're really selling is your story. Buyers want to make personal connections with the products they purchase, and you don't need a head of lettuce in your hand to share the story of your farm.

- Have large format, high resolution images of your farm and harvests: loop a slideshow with your favourite images.
- Set up the table the way you would for market. Hang your market signage and use your produce baskets to hold brochures and business cards.
- Ensure you have visual references to any relevant certifications, accreditations or memberships.
- Be creative. Cultivate a display that evokes interest: for example, bring along your pitchfork or antique watering can.
- When possible, offer a taste of what you're selling: fresh is great, but something prepared from stored crops is good too -pesto, sauce, etc.! Ensure you follow health regulations for preparing and serving these items.

DURING THE EXPO

Make your time about networking, not selling. Ask buyers what they're looking for and remember that your offerings should create solutions for buyers.

Understand the agenda for the expo and fully participate in any experiences designed to benefit your business (e.g. speaker sessions, training or networking). Have at least one other person with you so you don't miss opportunities while holding down the fort.



Collect email addresses. Ensure people engaged in your display have a way to stay connected to you. Ask for business cards and share yours freely (bring lots!). Keep a notebook handy and leave yourself clear follow-up instructions so you don't forget who or what you committed to.

Be social. Use photo booths and hashtags to help you grow your audience and leave memorable impressions with fellow participants.

If you're offering food samples, don't create unnecessary waste. Limit packaging and plan for proper disposal and recycling. If your company claims to be environmentally minded, your sampling process should support this.

AFTER THE EXPO

Follow up fast—preferably in a few days. The longer you wait, the greater the chance that people will forget who you are and what you said. Trade show participants have many interactions and it's tough to remember everyone's names and products.



GLOSSARY

Broker: An individual or firm that arranges transactions between a buyer and seller for a commission.

Canadian Food Inspection Agency (CFIA): A regulatory agency that combines inspection services for three federal government departments: Agriculture and Agri-Food Canada, Fisheries and Oceans Canada, and Health Canada.

Direct Sale: A sales channel in which products are marketed directly to a retail store or consumers-without an intermediary like a broker or distributor.

Distribution: The process of making a product available to consumers through direct sales or intermediaries like distributors.

Distributor: A company that purchases volumes of your product and then ships it in smaller increments to individual retailers.

ECCnet Registry: Canada's national product registry. www.gs1ca.org

Electronic Data Interchange (EDI): A process that enables companies to send information to each other electronically, rather than on paper.

Electronic Funds Transfer (EFT): A process of moving money electronically from one bank account to another.

Fresh Sheet: A frequently updated sales sheet that helps producers sell fresh products to restaurateurs.

Hazard Analysis Critical Control Points (HACCP): An approach to food safety that reduces hazards during production that can cause the products to be unsafe.

Listing Allowance: Money that a manufacturer/wholesaler gives a retailer to advertise a product.

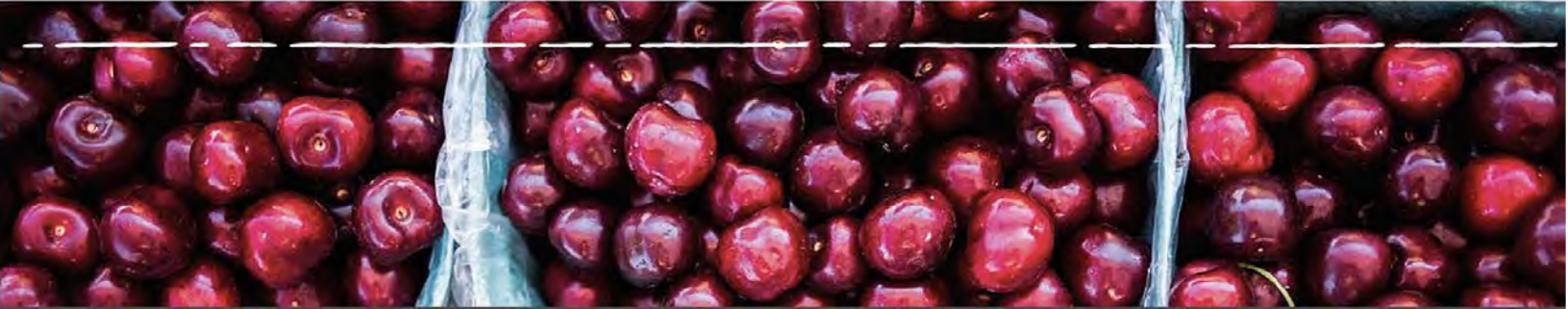
Margin: The difference between the cost of a good and its selling price.

Sell Sheet: A sales sheet that helps producers sell their products to retailers.

Stock-keeping Unit (SKU): A distinct variety of inventory item, defined by brand, flavor / variety, and size. It is usually tracked using its Universal Product Code (UPC), by a wholesaler's item code, or a retailer's internal code.

WorkSafeBC: A mandatory provincial occupational health and safety program.





CREATED FOR:



B A S I N
FOOD & BUYERS
E X P O

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Shauna Fidler, **DESIGNFARM.ink** & Paul Kelly, Grocery Business Consultant

WITH CONTRIBUTIONS FROM:

PREPARING TO MEET A BUYER

Contributor: The Governments of Canada and British Columbia & Grounded Strategies.

CREATING A SELL SHEET, CREATING A FRESH SHEET & EXHIBITING YOUR PRODUCTS

Contributor: Shauna Fidler **DESIGNFARM.ink**

SELLING DIRECT TO RETAIL STORES, SELLING TO RESTAURANTS & SELLING TO A DISTRIBUTOR OR THROUGH A BROKER

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SUPPORT FOR THE DEVELOPMENT OF THE FOOD & BUYER RESOURCE
PROVIDED BY:

