




Wholesale Success

The background of the slide is a vibrant collage of fresh produce. At the top left, there are orange and yellow flowers. Next to them are several tomatoes in various stages of ripeness, from green to red. To the right, there are purple and yellow flowers. The bottom left corner shows large green leafy vegetables like collard greens. The bottom right corner features a mix of red and yellow fruits, possibly peaches or apples, along with more flowers. The central text is overlaid on a white rectangular background.

The growing local and sustainable food movements have spurred new opportunities for family farmers, food processors, and rural and urban businesses.



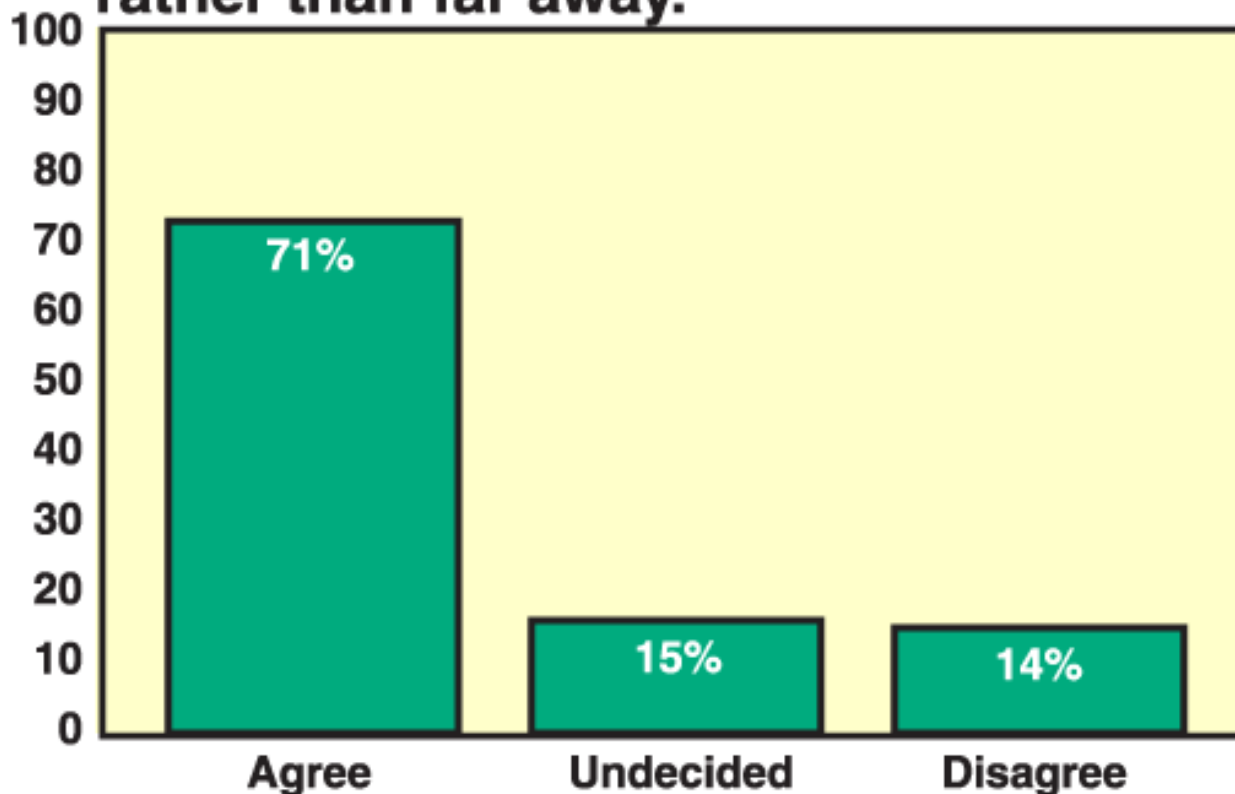


Local and organic agriculture offers significant opportunities for jobs and economic development, while providing consumers quality food that matches their values.



Locally-produced
food is strongly
supported
by a majority
of the U.S. public.

"I would be willing to pay more for food that is grown locally, near where I live, rather than far away."




From: Food from Our Changing World: The Globalization of Food and How Americans Feel About It, 2003 North Carolina State University



“Locally Grown Food is the latest student cause. . . The new activist phrase on campus is Eat Local.”

Time Magazine,
“What’s Cooking on Campus”

Illinois Local Food Sales



Shipped
from outside
the region

Grown Locally

Source: *"The Local Market Opportunity for Organic Produce: An Objective Business Analysis"*,
The Prairie Partners Group



Why Wholesale?

- Diversify revenue
- Selling direct can be time intensive
- Bigger share of the “Food Dollar”
- Predictable demand

What do Wholesale Buyers Want?

- Field heat must be removed with proper cooling.
- Cold Chain must be maintained.
- Products must be sorted, and graded, and packed.
- Food safety requirements must be met.
- Large quantities preferred- many prefer pallets.
- Production should yield consistent weekly supply.
- Producers must build relationships with buyers and stay in touch.

The background of the slide is a collage of various fresh produce items. At the top left, there are orange and yellow flowers. Next to them are several tomatoes in different stages of ripeness, from green to red. To the right, there are purple and yellow flowers. On the left side, there are large green leafy vegetables, possibly collard greens or kale. On the right side, there are several ripe peaches and a bunch of dark red grapes. At the bottom, there are more tomatoes and a pink flower.

Identifying Wholesale Markets

- Distributors
- Directly to retailers
- Directly to restaurants
- Home Delivery Services
- Institutions



Chicago Public Schools Committed to Purchasing Local Food

Chartwells has begun to purchase as much local food as possible in order to produce 400,000 meals a day for its customer, the Chicago Public Schools.

Whole Foods Market is Seeking Illinois Grown Food



Whole Foods Market® is Seeking a Few Good Farmers

Application to Sell Produce to Whole Foods Market Illinois Stores

Deadline for Response: **March 1, 2011**

Responses should be submitted to jpirovano@familyfarmed.org

Or mailed to 171 N. Humphrey Ave., Oak Park, IL 60302

Or faxed to 708.763.9925

For more information call Jim Pirovano, 630.306.1381.





Meeting Wholesale Buyers

- Call them on the phone
- Send them a letter
- Drop by their place of business
- Referral from other vendors
- FamilyFarmed.org EXPO and other trade shows
- Meet the Buyer events

Farmers Build Relationships

- Share with them farm history, background, the type of crops grown.
- During the season, bring by samples, preferably a full case properly packed.
- Provide them with Price Sheets.





Issues to Address With Buyers

- What Products and Volumes?
- What communication do they prefer?
 - Phone, Fax, Email, etc.
- Best time of the week, day to seek orders.
- Best time of week for fill orders.
- What type of packaging?



Maintaining Communication

- Inform buyers of expected harvest dates and quantities.
- Update buyers weekly with the following information:
 - Planned harvest dates for specific items.
 - How long specific items will be available.

Pricing

- Wholesale prices are 50 to 90% less than direct.
- Key to profitability in wholesale markets is volume and consistent sales throughout the growing season.



The background of the slide is a collage of various fresh produce. At the top left is a large orange flower. To its right are several tomatoes in different stages of ripeness (yellow, red, green). Further right are purple and yellow flowers. On the left side, there are green leafy vegetables like lettuce. On the right side, there are several red and yellow fruits, possibly peaches or apples. At the bottom, there are more tomatoes and a pink flower.

Negotiating Grower Agreements

- Types of crops
- Varieties, sizes, and grade
- Amounts and how often
- Price
- Size, count, and weight of pack
- Payment terms
- Insurance needs
- Exclusivity

Return on Investment

- Leopold Center's Return on Investment Calculator



Shipping

- Farmer can deliver to buyers
- Producer pools
- Buyer picks up on back haul

Whole Foods Market
Goodness Greenness



A decorative border surrounds the central text area, featuring various fruits and flowers. The top row includes an orange flower, a yellow bell pepper, a red tomato, a green bell pepper, a yellow flower, and a purple flower. The right side shows a red flower and several peaches. The bottom row features a green leafy vegetable, a yellow bell pepper, a red tomato, a red flower, and dark red grapes.

Billing

- Confirmation of buyers order
- Packing slip with shipment
- Final Invoice



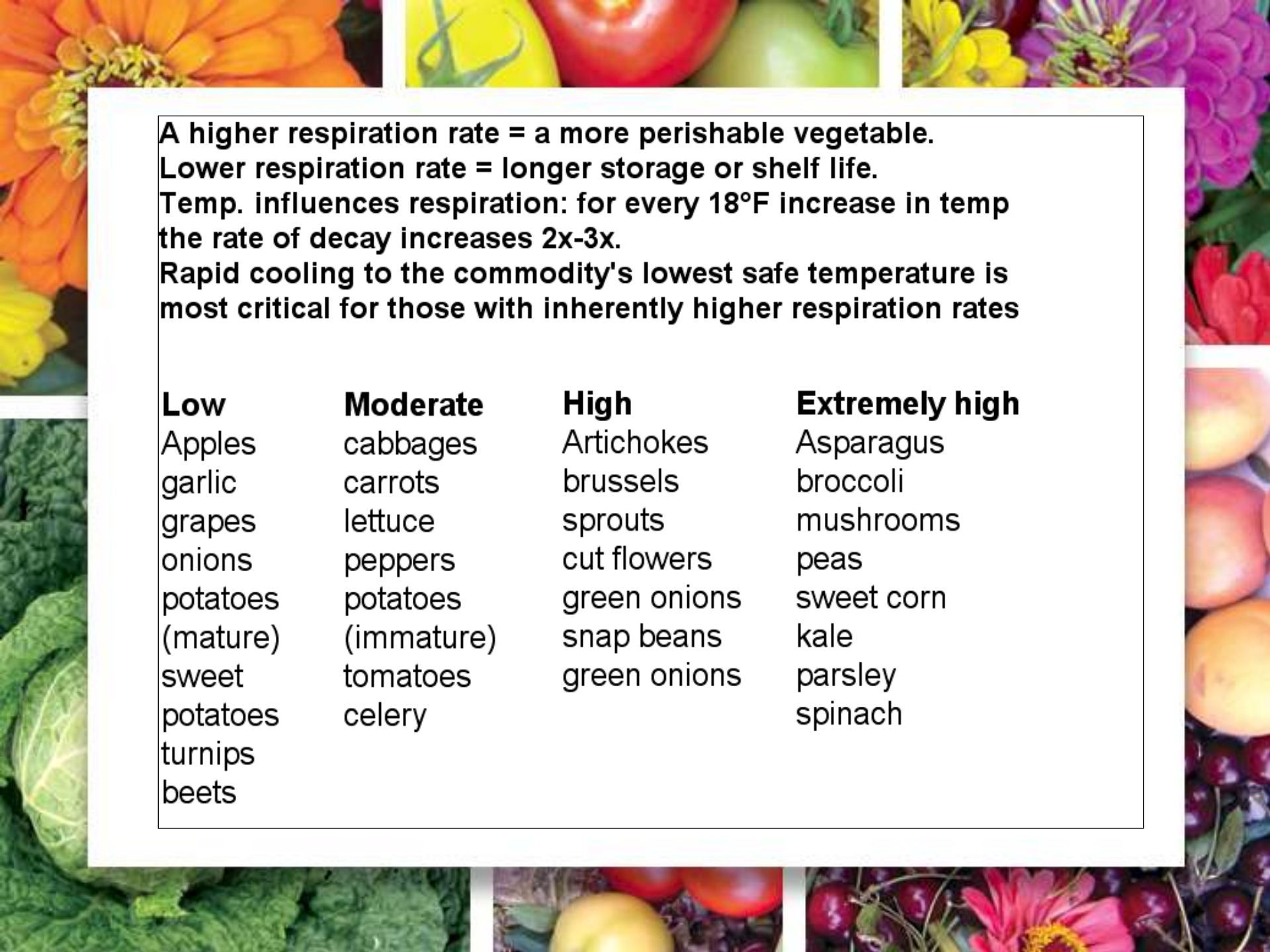
Proper Post Harvest Handling

All produce is still alive and is breathing.

More respiration means:

- Fewer nutrients
- Less flavor
- Drying out
- Lost weight
- Shorter shelf life

Proper post harvest handling will make food taste better, be more nutritious for a longer period of time, and be worth more.



A higher respiration rate = a more perishable vegetable.

Lower respiration rate = longer storage or shelf life.

Temp. influences respiration: for every 18°F increase in temp the rate of decay increases 2x-3x.

Rapid cooling to the commodity's lowest safe temperature is most critical for those with inherently higher respiration rates

Low

Apples
garlic
grapes
onions
potatoes
(mature)
sweet
potatoes
turnips
beets

Moderate

cabbages
carrots
lettuce
peppers
potatoes
(immature)
tomatoes
celery

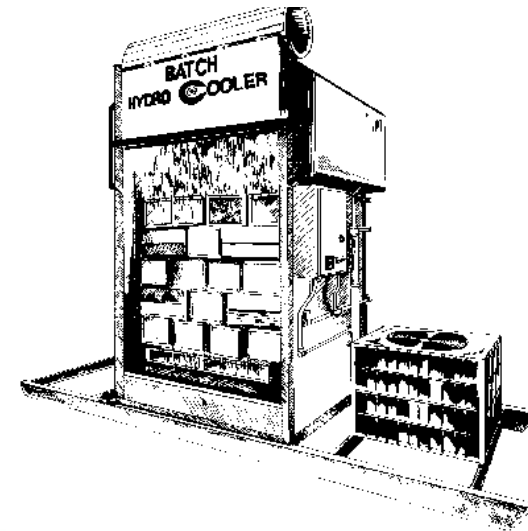
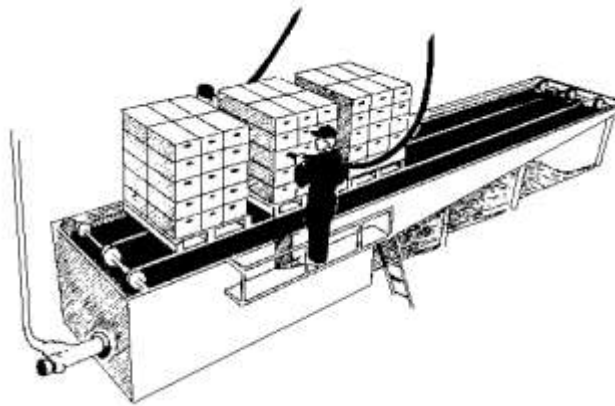
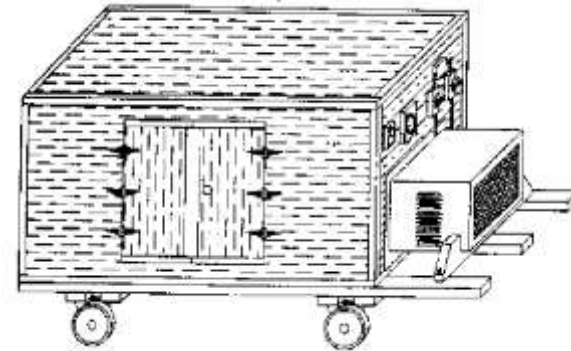
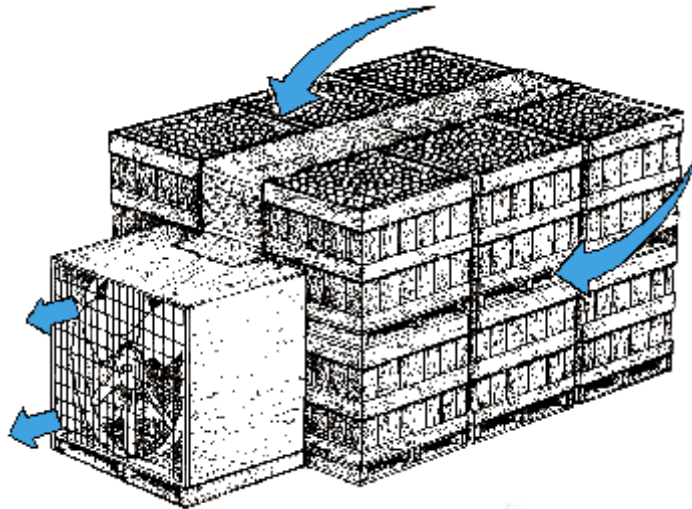
High

Artichokes
brussels
sprouts
cut flowers
green onions
snap beans
green onions

Extremely high

Asparagus
broccoli
mushrooms
peas
sweet corn
kale
parsley
spinach

Pre-Cooling & Refrigeration

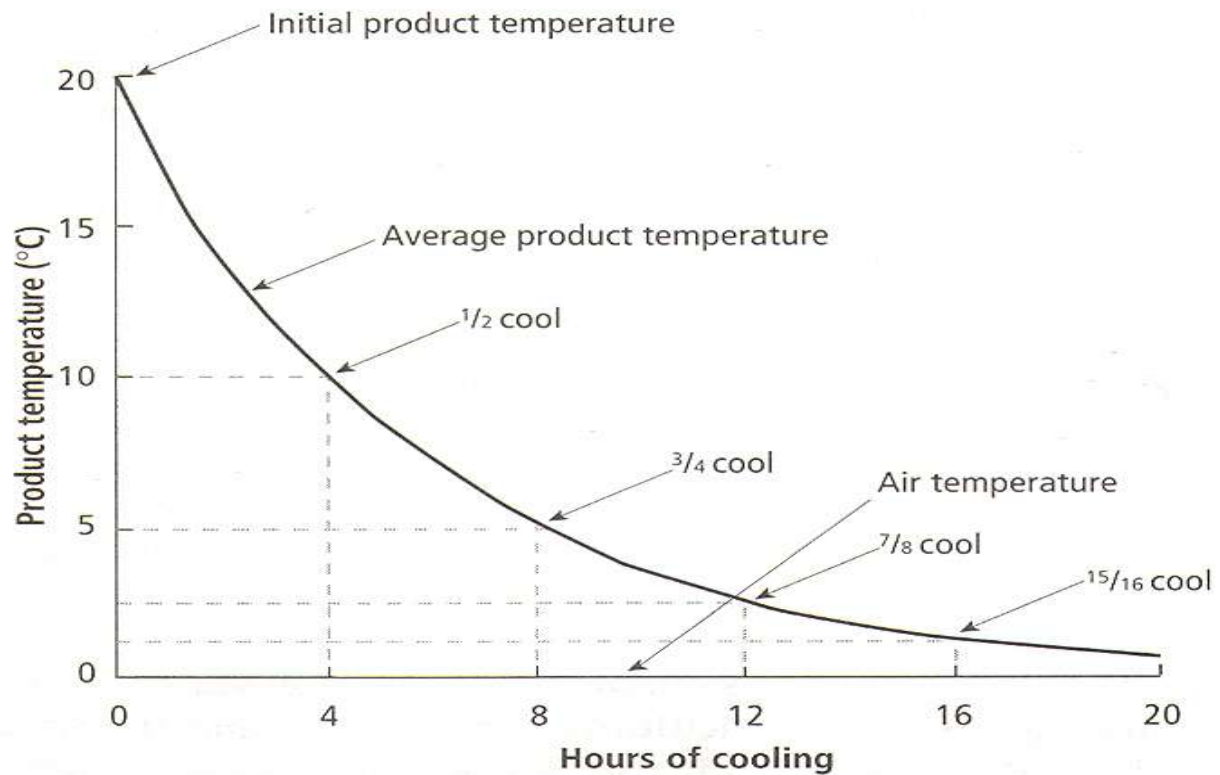


Photos courtesy of NCSU Agricultural Extension Service

Half-Cooling Time

Figure 11.2

Typical cooling curve for perishable products. Cooling times are typical for large fruit, like peaches, exposed to moderate amounts of airflow.



Marketability

*Broccoli yellowing scale
score of 3 or higher=unmarketable*

1

2

3

4

5

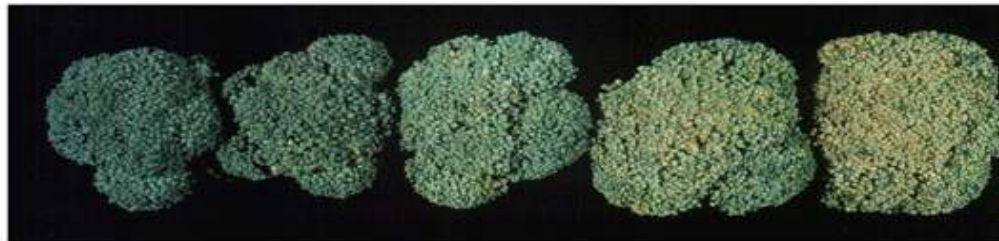


Photo by: Don Edwards

Trevor Suslow and Marita Cantwell
Department of Plant Sciences, University of California, Davis, CA 95616

Uniformity & Grading

- **USDA Grades**
 - Fancy and #1 grades will return more revenue. These are primarily sold in retail outlets.
 - But #2 grades can also be sold: to foodservice, restaurants, and processors.
- **Be consistent**
 - Pay attention to color, size, and overall visual quality.
- **Standard containers**
- **Use PLU stickers**



Photos: Dennis Fiser

Packing it Right

The Wrong Way



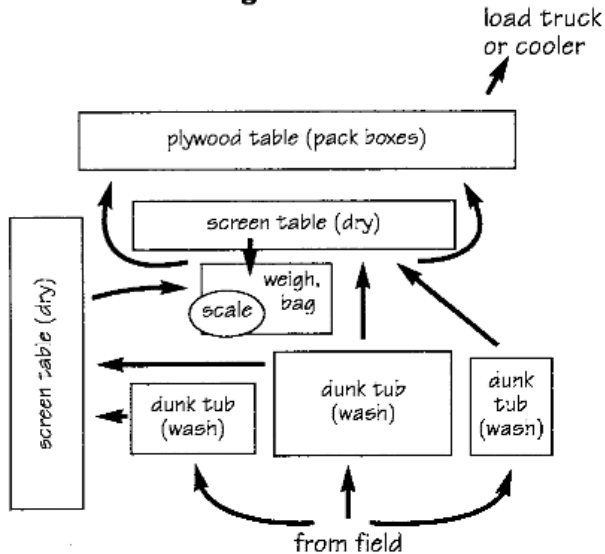
The Right Way



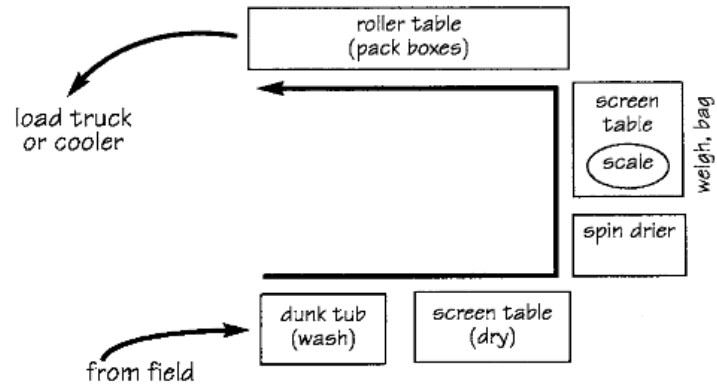
Photos: Dennis Fiser

Farm and Packhouse Efficiency

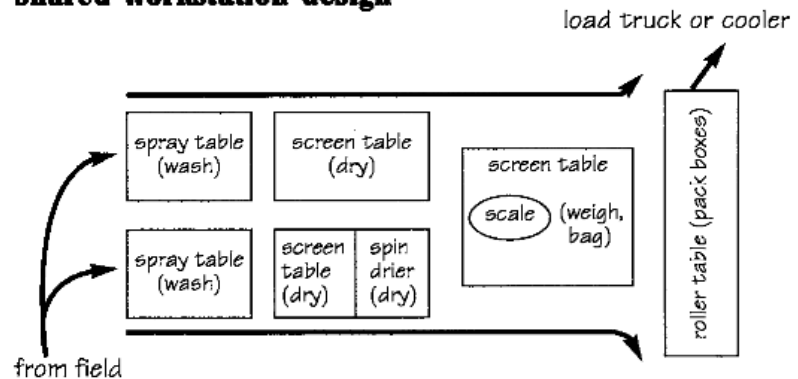
Inefficient design



U-shaped design



Shared workstation design





Food Safety

Physical

Glass, metal, rocks, plastic, bone, bullets

Chemical

Pesticides, heavy metals, cleaners

Biological

Bacteria, viruses, parasites, manure

GAP Certification & Wholesale

Many wholesale buyers require Good Agricultural Practices (GAP) certification.

What is GAP?





Good Agricultural Practices (GAP)

Key issues for GAP Certification:

- Water
- Manure, Compost, and Nutrients
- Worker Health & Hygiene
- Field Sanitation
- Packing Facility
- Transportation
- Trace back & Record-keeping

Farm Safety Food Plan

- Manure storage and handling
- Animal exclusion
- Irrigation and drainage management
- Equipment Sanitation
- Harvest and Postharvest handling
- Employee Training
- Toilet and hand washing facilities
- Crisis management strategy



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Disadvantages of Wholesale

- Little direct-to-consumer contact
- More crop specialization
- More planning and communication with suppliers and retailers
- Deferred payment
- More post harvest handling requirements
- More risk that product will be rejected for quality
- More emphasis on logistics
- Need to fulfill contracts and purchase orders



Advantages of Wholesale

- Access to established customer base and demand
- Streamlined storage and transportation facilitation
- Reduced product quality risks through better handling
- Increased crop specialization
- Easier placement for lower grades
- Big Checks



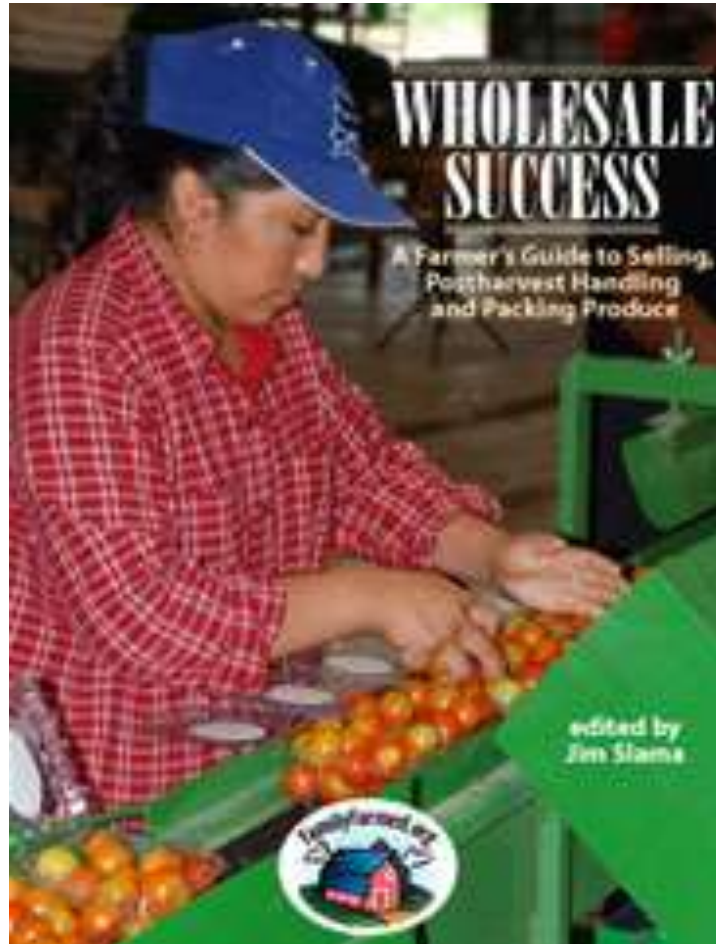
How We Can Help

FamilyFarmed.org: A Portal for Values-Driven Buyers and Consumers to Meet Producers

- Public education
- Website
- EXPO
- Market-making



Wholesale Success: A Farmers Guide to Selling, Post Harvest Handling, and Packing for Wholesale Markets.



FamilyFarmed.org Website

The screenshot shows a web browser window with the address bar displaying "http://familyfarmed.org/". The website header features the "FamilyFarmed.org" logo and a central illustration of a red barn on a green field. Below the header is a navigation menu with icons and labels for "EXPO 2008", "Press Room", "About Us", "Why Buy Locally?", "Find Local Food", "Market Development", "Enroll Your Farm", and "Find a Chicago Area CSA". A green banner below the menu reads "Click here for links to all the exhibitors at the 2008 FamilyFarmed EXPO". The "IN THE SPOTLIGHT" section includes the heading "FamilyFarmed EXPO Celebrates Local Food" and a paragraph about the event, with a photo of people at a table and a "Read the story" link. The "IN THE NEWS" section features the heading "Great Local Food At Your Doorstep" and a "click here" link, accompanied by a photo of fresh produce. The browser's status bar at the bottom shows the URL "http://familyfarmed.org/index.html" and a 100% zoom level.

Familyfarmed.org - Welcome -

Familyfarmed.org - We... +

http://familyfarmed.org/ Google

FamilyFarmed.org

- EXPO 2008
- Press Room
- About Us
- Why Buy Locally?
- Find Local Food
- Market Development
- Enroll Your Farm
- Find a Chicago Area CSA

[Click here for links to all the exhibitors at the 2008 FamilyFarmed EXPO](#)

IN THE SPOTLIGHT

FamilyFarmed EXPO Celebrates Local Food

On the weekend before Thanksgiving, the FamilyFarmed EXPO welcomed local food fans, area family farmers, artisan producers, prominent speakers, industry buyers and local celebrity chefs to meet, network and learn from each other.

[Read the story.](#)

IN THE NEWS

Great Local Food At Your Doorstep

For complete story
[click here](#)

http://familyfarmed.org/index.html 100%

Mozilla Firefox

http://familyfarmed.org/

Getting Started Latest Headlines

FamilyFarmed.org



EXPO 2006 About Us Why Buy Locally? Find Local Food FamilyFarmed.org in the News Retail Program Enroll Your Farm Find a Chicago Area CSA

Kinnikinnick Farm

21123 Grade School Road
Caledonia, IL 61011

©Glenda Kapsalis
869v27

David and Susan Cleverdon run Kinnikinnick Farm, a thirty-acre organic market garden. David has been farming their land for 11 years and produces a lovely array of mostly vegetables that includes arugula, baby lettuce mix, Italian cooking greens, chicories, heirloom tomatoes, squash, beets, garlic, and shell beans. Susan has an off-farm job at nearby Beloit College.

David does his farm work with the help of a six-person staff—and nine Jack Russell Terriers: Nym, Tinker, Cooper, Spencer, Prudy, Tessa, Riley, Piper and Annie.

Why is growing organic a priority for your family?

We never really asked ourselves that question. The truth is, we never considered growing any other way. Years ago we started our first backyard garden. We read everything about gardening we could get our hands on and concluded that doing it organically was the only way that made sense. I still think that's the case. After a few years the garden became an integral part of our household economy. It grew and grew. Finally, it got out of hand. And morphed into our farm. The question of priority never arose.

Done



Meet the Buyers Events

- Buyers from Whole Foods Market, Sodexo, Goodness Greenness, Meijer, Hospitals, SYSCO, Fresh Picks, and others attend
- Locations include FamilyFarmed.org EXPO, Chicago, others



FamilyFarmed EXPO

Trade show and consumer educational programming targeting:

- Family Farmers and local food artisans
- Supermarkets
- Processors
- Distributors
- Institutional buyers
- Restaurants
- Farmers market administrators

Financing Farm To Fork

- Educates investors, bankers, and other financiers about business opportunities in the local and sustainable food niche.
- Brings economic development professionals into the emerging movement.
- Links farmers and food business owners with capital.
- Strong focus on infrastructure development, such as packinghouses, to support local foods.





Mayor Richard Daley and Goodness Greeness CEO Bob Scaman, and Bill Kurtis enjoyed the FamilyFarmed.org EXPO.



Ready to Grow

- Funded by the Illinois Department of Agriculture
- Creating a Business Plan for the Creation of a Central Illinois Packhouse for Fruits and Vegetables



Resources

- Jim Slama
- FamilyFarmed.org
- Jimslama@familyfarmed.org
- 708-763-9920



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