



Grower-Buyer Meeting

About ASAP's Grower-Buyer Meeting:

Meet with restaurant owners, chefs, distributors, and grocers to discuss your products. Meetings are typically 15-20 minutes long, allowing for a brief time to make introductions, exchange business information, and possibly find a match between what you produce and what each buyer needs. There are no promises made and no contracts signed on site; it's just a chance for you to open a door and follow up later.

What to bring and how to prepare for the Grower Buyer Meeting:

Bring multiple copies of any materials. Helpful items might include:

- Business cards
- Price sheets
- Projected product availability
- Brochure or fact sheet with info about insurances, food safety, delivery terms and area, packaging, etc.
- Photos of the farm
- Product samples

Don't be intimidated if you don't have these items. Depending on the buyer and your stage of business development, a quick "get to know you chat" and a handshake might be all you are looking to do right now. The buyers we invite are friendly and are there to educate and inform as well as to source product.

Here are some questions you might like to ask them:

- What are your specs for my product line? (size, packaging, ripeness, preferred cuts, etc.)
- What volume of my products might you be interested in purchasing?
- What insurance, food safety, and labeling/packaging requirements do you have?
- What is your preferred delivery schedule?
- How do you like to make orders? (phone call, fax form, email, etc.)
- How can I follow up on this meeting? What would be the right timing to connect again?

Contact us at david@asapconnections.org for more information!