



## **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](mailto:david@asapconnections.org) for more information!