

# BUYING LOCAL



## TIPS FOR Buyers

### 1. Expect quality

Locally grown farm goods should meet or exceed your quality standards. But the word quality doesn't always mean the same thing to everyone. Freshness? Flavor? Uniformity? Visual perfection? Know what is important to you, and make your standards clear.

### 2. Make a commitment

It helps the farmer if you buy consistently while a product is in season. In fact, if you establish steady buying patterns, they may even adapt their growing practices to meet your needs.

### 3. Cultivate trust

Remember that it's all about the relationship. Remain flexible and patient.

### 4. Maintain communication

Establish a predictable routine for phone calls, orders, and questions, and give as much advance notice of your needs as you can. Do you prefer to call or be called?

### 5. Understand pricing

Local farms aren't a source for bargain-hunting; assume you'll pay a full, fair price for farm goods. Discuss pricing with farms to make sure they are getting what they need for their products, while also fitting your budget. Can you pay more for some products if a farm can come down on others?

### 6. Think seasonally

Sourcing what's fresh and in season will put more local foods on your menus and in your stores; your customers and area farmers will appreciate it. A seasonal produce availability chart is available from ASAP.

### 7. Pay promptly

Most farmers like to be paid either COD or in seven days. If terms are required, discuss them up front.

### 8. Clarify your requirements

If you have certain requirements for farmers, like GAP certification or liability insurance, be sure to let them know.

### 9. Learn more

Continue to seek out information about products that are available, and inspire your co-workers/staff to do the same. Visit the farms if you can, or visit area tailgate markets where many farmers sell.

### 10. Tell us your tips

Help us improve and grow this list for next year: Email your ideas to [appgown@asapconnections.org](mailto:appgown@asapconnections.org).

**Find Appalachian Grown farms with the products you need in ASAP's online *Wholesale Local Food Guide* at [appalachiangrown.org/wholesale](http://appalachiangrown.org/wholesale).**