

FARM DIRECT TO RETAIL

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Discussion Points

- Alberta's Retail, Food Service and Home Delivery Landscape
- Getting Ready: Your Tool Box
- Connecting to the buyers
- Staying in the game
- What we can do to help

A light green square containing the word "Retail" in white text.

Retail

A dark green square containing the words "Food Service" in white text.

Food
Service

A blue square containing the words "Home Delivery" in white text.

Home
Delivery

REAL CANADIAN
Superstore

Sobeys

SHOP EASY
F · O · O · D · S

SPINELLI
ITALIAN
CENTRE
SHOP

SAFEWAY

GIANT TIGER

WHYTE AVE.
Blush Lane
ORGANIC MARKET

CO-OP
save on foods
SO MUCH more IN STORE

COMMUNITY
natural foods
nourish

Extra Foods

BIGWAY
FOODS

BIGWAY

NESTERS Food MARKET
Where the Locals Shop!

大統華 T&T
Supermarket

Amaranth
WHOLE FOODS MARKET

SUNTERRA
MARKET

TOP

BUY-LOW FOOD
low low food prices

Mrs. Green's
natural market
Scarsdale, Mt Kisco, Eastchester, Larchmont, Yorktown Heights, Katonah, Stamford, Fairfield, Monteola, Mahopac and Blariff Manor

Walmart
Save money. Live better.

PLANET ORGANIC
MARKET

FAMILY
FOODS

COSTCO
WHOLESALE

EST. 1955
FRESON
BROS.

no frills
lower food prices

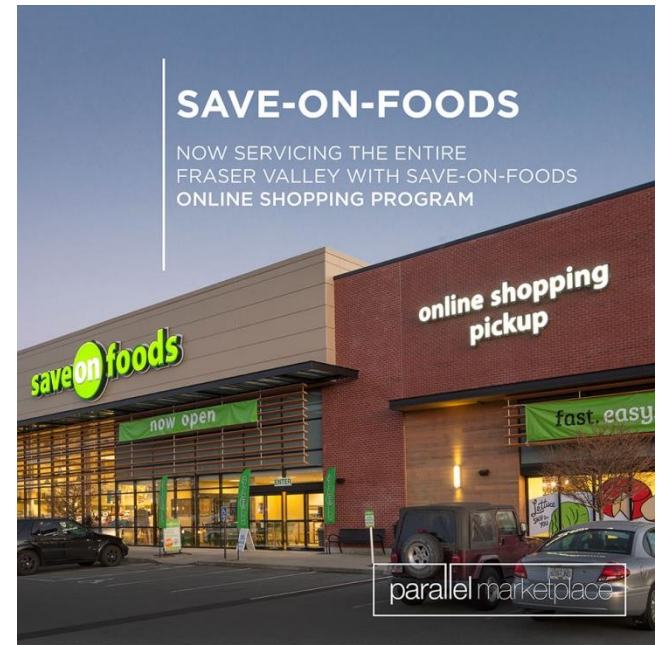
New Players - Changing landscape



Delivered to your door



SPUD.CA
Local Organic Groceries



Food Service in Alberta

Good things
come from
Sysco[®]

Pratts
FOOD SERVICE

GFS[®]

gordon food service

Local in the marketplace



Localize

Look for the Orange Labels
to help you identify the most local product in our stores

Scores are awarded based on

- Place of Production
- Place of Ownership
- Source of Ingredients
- Sustainability

Learn the Score, Scan the Code
www.localizeyourfood.com/CentralAlbertaCoop

CO-OP

Current trends retailers, food service and HD buyers are looking for:

- Authentic, transparent, traceable, sustainable



Current trends

- Home-Meal Replacement
- Fresh Convenience
- Snacks!



Current trends

- Health/Indulgence



Current trends

- Free-From: allergen-free



Current trends

- Global flavours: regional
- Savoury over sweet
- Spicy





Photo credit: City of Edmonton

When are you ready to sell beyond the farmers market or CSA?

- Have you accessed all the customers you can in current market?
- Do you sell in more than one farmers market?
- Does your product sell well?
- Do you have cash-flow for expansion?
- Are you ready to get paid in 30, 60, 90 days?
- Have you slowly grown and scaled up production?
- Have you eliminated production hick-ups?
- Do you have the ability to meet requirements for food safety, handling, delivery?

Tool Time



Your Tool Box

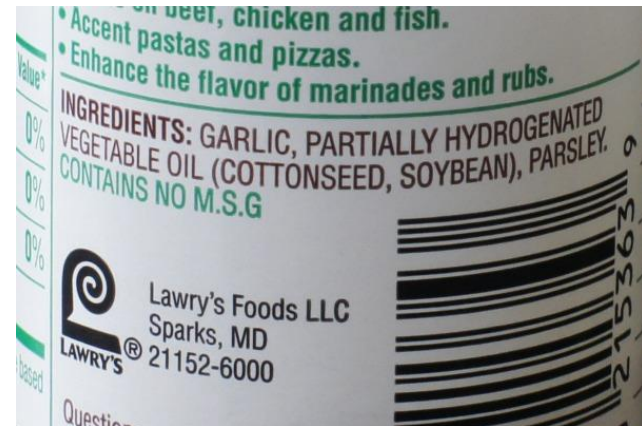
Packaging



Your Tool Box

Label

- Nutritional Panel
- Ingredient Deck
- Your story
- UPC code: GS1 Canada
 - <http://www.gs1ca.org/>



Your Tool Box

Label

- Product Size
- Certifications
- Health Claims
- Bilingual
 - <http://www.inspection.gc.ca>

Your Tool Box

Getting it there

- Master Shipping Case...yes you need one
- Label for Master Case...yes you need one
- Case Size
 - Think 6's or 12's



Your Tool Box

- Food Safety
 - Lot tracking
 - Mock recalls
- HACCP
- Canada GAP
- EDI/EFT Compliant
- Insurance



Your Tool Box

Sales and Marketing

- One Page Sell Sheet
 - Pictures of Product(s)
 - UPC Code
 - Pack Size
 - Tier and High
 - Dimensions of case
 - Case Weight

Disney Garden

FRESH FUN TO GO!
Disney Garden Vegetable Snacks

Check It Out

- Disney, The #1 Family Brand Appealing to All Ages
- A Fun & Healthy Snack Alternative
- Snacks for Every Occasion
- “Better for You” Formulations
- Each Package Features Fun Activities for Kids
- Unique and Eye Catching Packaging
- Washed & Ready to Eat
- Year Round Availability

Increasing consumption of fruits & vegetables among children.
www.i-farms.net

Item	UPC Code	Pack/Size	Tier/High	Carton Cube	Carton Net Wt.	Pallet Count	Unit (LxWxH)	Carton (LxWxH)
Lunch Box – Celery	877624002544	8/5-2 oz	10x12	0.8046	5	120	7 x 5.5 x 3	15.875 x 11.875 x 7.375
Lunch Box – Carrots	877624002605	8/5-2.25 oz	10x12	0.8046	5.625	120	7 x 5.5 x 3	15.875 x 11.875 x 7.375
Lunch Box – Snap Peas/Carrots	877624002612	8/3-2.25& 2-1.5 oz	10x12	0.8046	4.875	120	7 x 5.5 x 3	15.875 x 11.875 x 7.375
Quick Snacks – Celery w/ Peanut Butter	877624002353	4/2.75 oz	20x16	0.2832	1.55	320	4.5 x 4.5 x 1.45	11.5625 x 7.875 x 5.375
Quick Snacks – Carrots w/ Ranch Dip	877624002334	4/3.25 oz	20x16	0.2832	1.828	320	4.5 x 4.5 x 1.45	11.5625 x 7.875 x 5.375
Foodies – Carrots, Celery, Pretzels & Cheese Dip	877624003107	8/4.75 oz	15x14	0.437	2.375	210	6.73 x 7.42 x 1.08	13.0625 x 4.4375 x 6.125
Foodies – Carrots, Celery, Grape Tomatoes & Ranch Dressing	877624003084	8/5.5 oz	15x14	0.437	2.75	210	6.73 x 7.42 x 1.08	13.0625 x 4.4375 x 6.125
Foodies – Celery, Raisins & Peanut Butter	877624003077	8/4.25 oz	15x14	0.437	2.125	210	6.73 x 7.42 x 1.08	13.0625 x 4.4375 x 6.125

40 Years of Growing Excellence

CHURCH BROTHERS, LLC
1113 Harkins Road, Ste B • Salinas, CA 93901
800-799-9475 • www.churchbrothers.com

CHURCH BROTHERS PRODUCE

© Disney

Your Tool Box

Costing

- Incoming raw ingredients
- Outgoing finished products
- Freight
- Sales & Marketing
- Labour... Pay yourself



Resources for working out prices

- The Essentials of Pricing:
[http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1141](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1141)
- Pricing Processed Foods:
[http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1137](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1137)
- Pricing for retail
[http://www1.agric.gov.ab.ca/\\$department/newslett.nsf/all/agnw24049](http://www1.agric.gov.ab.ca/$department/newslett.nsf/all/agnw24049)
- Resource - *Price Right: Using Costs to Create Sell Sheets* (presentation from Winter Fancy Foods Show 2015), send Lindsay a request for a copy.



Making the Connection: Retail

- Start close to home and small
- Home-delivery companies and specialty stores are a great start
- Look at the customers shopping: are they your ideal customer?
- Know who your competitors are!
- Know who the manager is, the department managers and who are the decision-makers

- Contact the Market Development Team for contacts

Making the Connection: Food service

- Target the restaurants :visit the restaurant as a customer
- Do your homework on the restaurant: know the chef and owner, what they serve and what price point
- Call during off-peak days and hours,
- You have less than 5 minutes to pitch
- Be prepared to battle Chef Ego, be persistent
- Bring a sell sheet



Your meeting

- **Bring:** Samples, Sell Sheet, Price Sheet
- **Ask:**
 - How they would like the product. Through their DC, DSD or through a Distributor?
 - About listing fees and marketing fees
- **Be prepared to tell them about your:**
 - Best sellers
 - Sales for the past year, if they ask
 - Promotion plan
 - Product placement

All about relationships...they already buy products like yours, they need to have reason to displace another supplier

You're In!

The hardest part to selling into retail will be staying in

You have 3-6 months to show your product can sell

- Demo's / Meet the Farmer
- Features
- Pricing Discounts
- Extra Displays
- Social Media pushes



Aim to be #1 in one store, rather than #10 in 100 stores

So they turned you away this time...

- **That's ok - Be persistent!**
- Ask when the category or menu review is taking place
- Did you pick the right store?
- Revisit your products values and position

Use your Resources!

- Market Development Team
- **Ag-Info Centre: 310-FARM (3276)**
- [Ropin' the Web](#): best-practices documents
- [New Venture Coaches](#) and Industry Development Officers
- Horticulture, Crop and Livestock Specialists
- [Food Safety Specialists](#)
- [Food Product Development Center](#)
- [Consumer Product Testing Center](#)
- Growing Forward 2 support
- Collaboration with other producers/processors

Guides/Info

- [Services for Agri-Processors and Producers](#)
- [Guide to Social Media](#)
- [Webinars](#)
- Specialty Food Association resources (by request to Lindsay)
- Workshop: [Getting Into Retail, February 17, 2016 \(Wednesday\)](#) - Airdrie
- Workshop: Pricing Right, TBD ~ Jan 2016

Questions?

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