

Potential Local Markets: Restaurants and Grocery Stores

- You should start lining up your markets **now**, so that when you start harvesting you know who you can sell them to.
- Make a list of all the restaurants and grocery stores in your area that might use or sell fresh produce.
- Who will you approach first? Do you know someone that works at any of these places? Is there a place that seems especially committed to purchasing local products?
- Stop by or call to ask if there is a good time for you to meet with the person in charge of produce purchases.

Questions/Talking Points

- Do they use or sell fresh cucumbers/green beans/melons at their restaurant/store?
- Are they local? Are they interested in purchasing local produce?
- Let them know what kinds you anticipate having available and ask what kinds they would prefer to purchase.
- Let them know the price you hoping to the sell them for. Is this negotiable?
- How often would they like them delivered? Weekly?
- What day and time of the week is best to deliver?
- How many pounds/pints of each kind per delivery?
- Quality of your produce and the packaging it will be in when delivered.
- Who should you contact when you are ready to start delivering or if you don't get the crop you are anticipating? What is the best way to reach them? (Make sure you also leave your contact info with them.)
- Are they interested in seeing the high tunnel and school gardens? Arrange a time to give them a tour.