

A FARM'S GUIDE TO RESTAURANT SALES

DO'S

Get to know the menu before reaching out. Rigid menus like that of a sports bar are less likely to accommodate seasonal produce.

Ask questions. What are the restaurant's needs? What are they buying locally? What needs are unmet?

Clearly explain your ordering deadlines and delivery cutoffs.

Deliver samples of new or unusual crops.

Provide information (like a printable seasonal chart) outlining how long you expect to have individual crops. This will help chefs menu plan.

DON'TS

Don't enter into a relationship without providing a standard agreement. Include procedures for dealing with quality concerns, nonpayment issues, etc.

Don't give up after one failed attempt at a sale. Chefs change, and a restaurant's interest in your produce may vary depending on what's in season.

Don't over-extend yourself and offer daily deliveries if that is beyond your scope. Set a realistic delivery schedule, and clearly communicate it.

Don't show up in the middle of a dinner rush.

Don't create unnecessary friction in the order and invoice processes. Consolidate invoices, and keep administrative requirements simple.



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Expect to send reminders to busy chefs. Be flexible with communication. Some chefs may prefer calls, others email or texts.

Consider establishing standing orders of staples to help spur regular ordering.

Be predictable. Send product availability at the same time each week. Offer consistent deliveries.

Keep the chef informed of farm happenings. Restaurants committed to a farm-to-table menu will be more sympathetic if they understand the realities of farm work.

Get to know the kitchen staff. It's not always the head chef who is responsible for placing weekly orders.

DON'TS

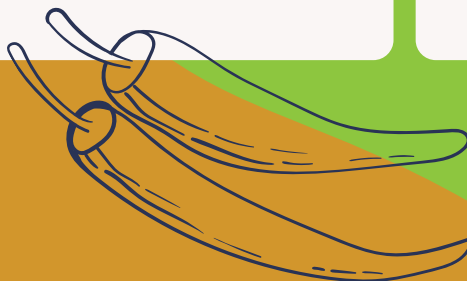
Don't undervalue your biggest restaurant clients. Offer them bulk discounts if possible, and cross-promote on social media.

Don't take on too many new customers at once if you can't fulfill the orders.

Don't minimize your value. Create an order and delivery service that actually helps increase restaurant efficiency.

Don't forget your restaurant clients' needs when crop planning, and involve them in the process if appropriate. Help keep them connected to your farm.

Don't be rude. Sounds obvious, but being kind to restaurant staff will make them more inclined to place future orders.



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