



## **Purpose of Information**

This document is designed to help you prepare for the **Meet the Buyer** event at OFVC in Niagara Falls on Thursday, February 22, 2018 from 11:00 am – 1 pm, Ballroom C.

Make the most of this networking opportunity by ensuring you have ready answers to questions buyer representatives may ask and the protocols in place to move your business to the next level.

## **Relevant Information**

Have the following information ready to discuss and/or leave with the buyers you meet.

### Company Information

- Company Name (Legal Name)
- Complete Mailing and Physical Address
- Phone Numbers (landline and cell)
- Fax
- Website
- Social Media: Facebook, Twitter, Instagram, YouTube, Other

### Primary Sales Contact Information

- Name(s)
- Title(s)
- Email
- Phone Numbers (landline and cell)

## **Market Readiness**

Are you market ready? Here is a short list of the things that you should think about if you plan to supply a retailer, wholesaler or food service provider with product.

- Do you have a business plan? (where you are headed, plan for growth)
- What is your distribution plan? (explain that you know how to deliver your product)
- Do you have a marketing plan?
- Are you compliant with Canadian regulations? (food, safety, packaging, etc.)
- Do you have packaging and labelling abilities?
- Has your farm/operation been audited?
- Do you have your Canada GAP certification?
- Are you provincially inspected?
- Do you have special certifications (i.e. sustainability, organics)?

## **Product Sell Sheets**

Product sell sheets are typically eye-catching, one-page information sheets about your product. Information to include is listed below. Sell sheets should be high quality and in full colour.

- Company Name and Contact Information
- Company log
- Product/Brand Logo
- Product description(s)
- Photo of Retail/Foodservice Packaging
- Photo of Product
- Individual Size and Weight of Retail Unit
- Units/Case
- Case Specifications – weight, dimensions, number per pallet
- Photo of Case
- Order Information and Contact
- Minimum Order Amount
- Allowances, in-Store Demo Plan, Social Media Plan
- Product Pricing Sheet

**Filling in this questionnaire will help you further prepare and allow event hosts direct you to buyers who will see value in the products you offer.**

**Meet the Buyer Questionnaire**

Indicate the fruits/vegetables you grow and volume available.

Produce Item	Volume	Availability/Season	Size, Grade, Varietal

Are you a packer/shipper? Are you a processor? Do you import product in the off season? Other?

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Are you part of a co-op? Do you have your own label?

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Benefits to the buyer: compelling reasons why your products will solve a buyer’s problem or address a buyer’s need (i.e. soil composition, growing techniques, legacy/family evolution, GAP/GFSI Certified, growing conditions)

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To whom would you like to sell and why? Examples include: food service, local farmers’ markets, processors, retail (independent and chains) and wholesalers.

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Meet the Buyer is presented by the  
**Ontario Fruit & Vegetable Convention**  
and generously sponsored by  
**The Ontario Produce Marketing Association.**

