

Code	1.1 Job Title	1.2 Biz Type	1.3 Gross annual sales	1.4 Trucks on road	(1.4B) How long in bus.	(1.4C) How many customers	(1.4D) Sect. of W'burg
NS.Sup.01	President	Corporation	\$46,000/week	6 large veh.; 70 employees	30 years	4,000 customers	all sections
NS.Sup.02	Owner & Manager	Sole proprietorship	\$800/week	1 truck; one helper & me	13 years	(diff. survey)	NS & GP
NS.Sup.03	Owner & Manager	Sole proprietorship	\$1,000/week	1 truck; 1 person	3 years indep.	(diff. survey)	NS
EW.Sup.04	Assistant Manager	Corporation	\$2,500/week	5 refrigerated trucks	(diff. survey)	(diff. survey)	all sections
EW.Sup.05	Owner	Corporation	\$180,000/year	1 22' truck	(diff. survey)	(diff. survey)	EW
EW.Sup.06	Manager	Corporation	Blank.	1 van, 1 truck	10 years	Blank.	all, mainly EW
SW.Sup.07	Sales Manager & Bookkeeper	Corporation	Blank.	own 6, use 2 trucks	16 years	Varies.	Orth/Hasid WB/BP
NS.Sup.08	Exec. Vice President & Co-Owner	Family-owned Corp	Blank.	Don't deliver; distribute.	50 years.	33+ jobbers & 50 wholesalers	all
ES.Sup.09	Salesman	Corporation	Blank.	8-10 trucks	Blank.	Blank.	Blank.

S441
.S855

LNE97-094

Code	1.5A Sales: % Produce	% Meat & Fish	% Dairy	% All other	1.5B(1.5C)M ost prof. part	(1.5B) Size of business	1.6 How bus. works
NS.Sup.01	5% (froz. vegs)	1%	45% (eggs)	49%	Paper & rest. suppl.	Medium size.	Facility: 1 full city block storage. 6 trucks for cash & carry everyday. Cover all 5 boros.
NS.Sup.02	100%	0%	0%	0%	Produce.	Small.	Warehousing too exp. for me. Go to Bronx Term. @1AM, deliver 8-9AM. Buy a/t customer's orders.
NS.Sup.03	100%	0%	0%	0%	Not much profit b/c new & small.	Small.	Get fresh produce everyday @ Bronx. Term. Hard market, animal world, game. Bigbiz hired own security, gov. doesn't care.
EW.Sup.04	0%	90%	10%	0%	Deli, dairy and meats.	(diff. survey)	Buy fr. Hunts Pt. & wholesaler in VA. Receive calls fr. groc. & rstnts. Deliver each day.
EW.Sup.05	100%	0%	0%	0%	Produce.	(diff. survey)	Rec ph. orders aftrnns & nights fr. groc's.. Next AM go to Hunts Pt. or Brkln Term. Mkt. & buy prod. ordered, then del.
EW.Sup.06	Even dist.	among all prods	except less mea	t & more drinks	in summer. Dairy:400 cases milk/day	Blank. (8 employees)	Biz is loc. (W'burg, some Queens) ret & rest's. Sources incl. Brklyn Term, 149th St. farmmkt, NJ dairy, Hunts Pt. (meat)
SW.Sup.07	85%	0%	15% (eggs)	0%	No one part, depends on product.	Small.	Go to Hunts Pt & pick up for small fr/veg stores+ own store ("biggest" in Brklyn & just opened)
NS.Sup.08	0%	55%	35%	20%	Blank.	Large. 400 suppliers	30 trucks deliver to me daily. Supply 6 customers who supply in WB. Contract w/processors for M&V brand prods.
ES.Sup.09	almost 100%	0%	0%	0%	Produce.	Large.	Dir'ly source & send boxes for pack'g'g w/ local tropical name. Cust.(mainly jobbers, 2 rstnts)come2us. Del to lge ret.

ETHNIC MARKETS **SUPPLIER** DATA SECTION 2.1- 3.4

December 8, 199

Code	2.1A Customers served	2.1.B Imprtn. cust. type	2.2 Income of cust.	2.3 How decide prod.	3.1 Diff sources for prod	3.2 How sat. w/source	3.3 Satisfaction detail	3.4 Diffic. getting prod
NS.Sup.01	Groc. stores (supermkts), Conven. stores (mom&pops, bodegas, delis), Restaurants.	Delis & Conven. stores. Small usually pays better.	Mixed, but mostly low income.	50/50% customer- & supplier-driven.	Yes.	Very satisfied.	Blank.	No. But small storage=diff. to get many things. &W. Inies items diff. to get b/c can't clear into US.
NS.Sup.02	50/50: groc. stores (fruit stores, delis)/restrnts. 1 factory.	Both are important. I work on cust. satisfaction.	Middle income.	Customer-driven.	I usually buy fr. same people (5 or 8 wareh's). Mkt=amonopoly & will die	Very satisfied.	Blank.	No. Only if it's not in season, quality is low for some prod's.
NS.Sup.03	Restaurants. Getting paid is a problem. Not a good biz.: mkt., qual of life, cheap labor.	Poor people pay better than rich people.	Low income, mostly in Williamsburg.	Customer-driven but if I see sthing nice, I buy it	Yes & no. Everyday is diff. Have to buy fr. same peop. to stay in biz.	Somewhat satisfied. In season, price is low /supply IS high.	Out of season, price high, quality low, supply low.	Every day a diff. story w/ each product.
EW.Sup.04	Grocery stores & restaurants. Sometimes wholesalers/distributors.	Grocery stores & restaurants.	Mixed income.	Customer-driven. Cust. add & drop items fr. lists.	Yes.	Somewhat satisfied.	Blank.	No.
EW.Sup.05	Grocery stores.	Grocery stores.	Low income.	Customer pretty much dictates what I carry.	Yes.	Somewhat satisfied.	Blank.	Yes. Depends on seasonal availability.
EW.Sup.06	Grocery stores & restaurants.	Pretty even.	Low income. Nat's incl. Domin. PuertoR & AfrAmer.	Customer-driven in both what & how much I buy.	Yes. Much prefer farmer's mkt: fresher & often cheaper.	Very sat'd b/c I can access diff. sources.	Product needs: better lettuce (round, darkgreen, cabbage-shaped--prices quadruple), green pepps, tom	No. Starting 3-4 yrs. ago, farmers offer ethnically approp. vgs.
SW.Sup.07	Grocery stores & convenience stores.	Specifically fruit & veg. stores.	Blank (interviewer says probably mixed).	Customer-driven. Sell staple prods. & holiday fruits	Yes.	Somewhat satisfied. Dtd comments on survey.	If we can get better source of cheap produce, will consider.	We go to Brooklyn Term. when we run out of things.
NS.Sup.08	Other wholesalers/distributors: jobbers & wholesalers.	Jobbers (those who don't warehouse).	Blank.	Customer-driven & growing rapidly in vol & divers.	Yes.	Very sat'd. Often switch suppliers. Used to have loyalty but no more.	Very competitive times.	No. Dist. lots of Hellman's mayo, Kraft foods, Land OL'akes, Hormel.
ES.Sup.09	Grocery stores, smaller distributors & a couple of restaurants.	Retail drive-up customers.	Blank.	Customer- and good-deal-driven.	Yes.	Very sat'd. Do buy reg. prods & seasonal items.	Get everything we need. Mkt offers more & more & you can sell less & less.	No. (Noted a few different grades of apples & other items.)

Code	3.5 Cust. pay for fresher	3.6 Pref'd new supp.	3.7 Pref'd pay terms	3.8 Pref'd deliv. sched	3.9A Cust int'd in local?	3.9B This enhance sales?	3.10 Supplier contact inf	3.11 Other comments
NS.Sup.01	Yes. Fresh is always better & looks more presentable.	Direct from farmers (no middlemen). Demand for fresh is increasing.	Suppliers: 30 days. Clients: bill to bill, wkly or 2 or 3-wk	Mon-Fri all day 7AM-4PM.	Yes. People will see the product first hand.	Yes. Out of sight, out of mind. People will have chance to see & get the word.	Said would fax list of suppliers; didn't.	Blank.
NS.Sup.02	Some cust's would. Now more than ever people look for better qual.	Hunts Pt. b/c variety in 1 place. Already work 16h/day; no time to deal w/ farmers.	Same day for 1/2 my cust's, and rest 6 wks. later.	Every day from 9AM-5PM.	No. Farmers' prices are higher than mine.	Not good for my bus. if the showcase is too close.	Amata. A&G. Darcia. Top Banana. Venco Corp.	This bus. bad for people who have to feed a family. Too many work hrs. No life for family. But \$ OK.
NS.Sup.03	Y&N. Qual. imp. when biz slow. Fax mach =problem b'c compete w/ bigbiz	Hunts Pt. & Bronx Term. I like farmers but can go out of biz trying to support them: supply undep., travel, cost, time.	Right away or within 30 days.	I deliver as soon as I finish buying; no warehouse.	I would lose cust's b/c restrnts will attend the showcase.	No. Locally grown is not good for the market that rec's stuff from all over the place.	Bronx & Brooklyn Terminals.	I have to buy from some people or they won't sell to me when produce is scarce.
EW.Sup.04	Depends on quality, prices & what other suppliers are doing.	Direct from farmers if they could increase volume of purchases in order to cut prices & increase profit.	60 days.	Mon-Fri any time (24 hours/day).	Maybe. It depends on the clients' reactions to the price.	Yes. Restaurants like to shop for fresh produce.	Los Muchachos, 160 Scholes St., Brooklyn, NY 11206 (718) 387-5800. Superior Meats & Provs. 44 Berriman St. Brooklyn NY 11208 (718) 647-0101.	Blank.
EW.Sup.05	No, because of the customers' low income.	Direct from farmers, Hunts Pt., Bronx Terminal Mkt.	Cash.	I prefer to pick up because I have my own truck.	Yes. Everybody likes fresh produce and good quality.	Yes, probably.	Romy Products [Romy] (718) 296-2072.	Blank.
EW.Sup.06	No. customers can't purchase for higher prices.	Prefer to have delivered; source not imp. Also says wd. buy direct from farmer even if small selec/higher price: QUAL!	Cash on delivery.	Would need to negotiate-depends on product.	No.	N/A	Brooklyn Term. Mkt. (just produce & rest. supp.; imports & produces coconut cream) [Antonio] Foster & Av D. Farmer's Mkt 149th St near Yankee Stad.	For dairy initiative: Gollo, Knickerbocker Av, Dominican cheese & father in PR owns largest producer

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SW.Sup.07	No, can always replenish from local peddlers.	Hunts Pt. or local mkt. that's convenient.	Blank.	We pick up.	No. Buying local not that imp. to biz b/c always get what need & qual good enough.	N/A	Blank. But "Leo the Apple man" is the only farmer selling direct in the community.	All price driven. To stay competitive, we have to offer cheap products.
NS.Sup.08	Maybe but don't have to pay more b/c can find another supplier.	Blank.	Gen'ly paid net 14 days. Offer lines of credit.	Weekdays 6AM-1:30 PM.	Yes (but customers not ret.). Offer samples of new prods. & count on customers to mkt prod.	Blank.	Blank. (Interviewer says maybe get name of his dairy processor who does brand cr. cheese.)	M&V is own brand name for 100 products. This part of the biz rooted in orig. mfg. biz.
ES.Sup.09	Don't have to.	Blank.	Customers pay cash & sometimes credit.	Open 6 days & accept delivs. 7 days.	Maybe. But we do more tropicals.	Blank.	Blank.	Blank.

Code	4.1 Sample product list	4.2 Feelings re profitab.	5.1 May call again?	5.2 May take photos?	Interviewer
NS.Sup.01	Blank.	Blank.	Yes.	Yes.	L.P.C.
NS.Sup.02	Blank.	Blank.	Yes.	Blank.	L.P.C.
NS.Sup.03	Blank.	Blank.	Yes.	Blank.	L.P.C.
EW.Sup.04	Please see product list attached to original survey.	Biz slow now: gov. food stamp cuts; much corruption. Good mgmt. skills & good prices help alot.	Yes.	Yes.	M.D.A.
EW.Sup.05	Blank.	Gov. foodstamp cuts affecting food ind. People ent'g wkforce pref. warehouses eg Costco.	Yes.	Blank.	M.D.A.
EW.Sup.06	Please see prod. list (which does not include everything.)	Biz has slowed/leveled past 2yrs. Neighbrhd getting poorer, affects sales. Trucks-salespeople=probs.	Blank.	Blank.	Jenn
SW.Sup.07	Can call for more info. Says Orthodox Jewish prod. are very set by trad, can't be changed.	Biz has slowed. Can't compete w/lge-scale. But still profit. See survey for very detailed responses.	Yes.	Blank.	Jenn
NS.Sup.08	Ex. of our prods: blended butter/marg. prod.(Northside's) competing w/L O'Lakes & of better qual.	Industry works @ 1% net margin. Trends: froz, prep'd foods. Many whlsalrs going outof biz.	Yes.	Blank.	Jenn
ES.Sup.09	Have over 1,000 products.	Can still make \$ but too much supply. People expect cheap prices.	Blank.	Blank.	Jenn