**FEEDBACK FORM: WHAT DID YOU THINK AND NOW WHAT?**

**PLACE A CHECK NEXT TO YOUR FAVORITE SESSIONS**

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| **Day 1: Tuesday, January 31st** |
|  | **Session Title** | * **x**
 | **Instructor** |
| Morning | Consumer Trends and the Demand for Local | 8 | Violet Stone |
| Grading Uniformity, Consistency and Scheduling (BREAK OUT SESSION for Produce and Livestock) | 5 | Crystal Stewart (Produce) and Rich Taber (Livestock) |
| Afternoon | Labeling | 8 | Liz Higgins |
| Packaging | 2 | Liz Higgins |
| Pallet Stacking | 2 | Violet Stone |
| Keeping Production Records | 8 | Crystal Stewart |
| Meeting Your Markets Food Safety Needs | 8 | Crystal Stewart |

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| **Day 2: Tuesday, February 7th** |
|  | **Session Title** |  | **Instructor** |
| Morning | Wholesale Business Overview | 4 | David Ross |
| Building Relationships with Buyers | 10 | Violet Stone |
| The Ingredients of Good Marketing | Sell Sheets | 10 | Violet Stone |
| Afternoon | Inform Your Buyers, Build Your Brand | 7 | David Ross |
| Perfecting the Pitch and Cold Calling | Informal  | 7 | Violet Stone |
| Reviewing the Financial Position of Your Business | 9 | Mariane Kiraly |
| Regional Market Opportunities | 6 | David Cox, Mariane Kiraly, Rebecca Morgan |

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|  | No Plans | Somewhat likely | Very likely |
| How **LIKELY** are youto **PURSUE NEW WHOLESALE MARKETS** over the next year? | 1 | 3 | 10 |

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| --- | --- | --- | --- |
|  | Not ready | Somewhat ready | Very ready |
| How **READY** are you to **PURSUE NEW WHOLESALE MARKETS** over the next year? | 2 | 7 | 5 |

* **I learned…**
	+ Wholesale marketing need not be as intimidating as it seems. Good to remember that buyers are just people so just start a conversation.
	+ A lot of info to digest but very good
	+ More about labeling
	+ What is involved in wholesaling, some of the tools needed to gear up for wholesaling
	+ About how wholesale marketing may work and their expectations, financial record keeping for viability, cold calls, etc., creating a budget assumption
	+ How to create a wholesale business
	+ GAP program details, sell sheet details, about new potential markets
	+ A lot of information about wholesaling produce. I am a beginner produce farmer and was planning on doing some wholesale. I learned a lot which will help with establishing our farm
	+ Good tips for initiating contacts with potential buyers, got ideas for potential buyers like caterers
	+ To set realistic expectations and only scale up 1 or 2 products
	+ Financial records
	+ That the best way to learn more is to just do it; basic overview of a variety of considerations when getting started in wholesale; a good starting point and resources for more in-depth information
	+ About communications and networking for successful marketing
	+ That I still have a lot to research and learn
* **And I learned…**
	+ About sell sheets, GAP, how to deal with restaurants
	+ That we’re already doing a good job on some things and to maintain my confidence when reaching out to new customers/buyers
	+ More about production records
	+ About how different farms market their products, what to anticipate on cold calls, that I may not be ready from a production standpoint for wholesale
	+ Elevator pitch
	+ That there are a lot of different models and different ways to do wholesale. Relationships are key! People skills/customer service management matters!
	+ About guidelines for marketing, labeling, and packaging
	+ Anchor buy is important
* **I liked…**
	+ Everything – very informative
	+ The opportunity to just network during breaks and meals
	+ Learning about grading
	+ The financial record keeping portion – got me pondering how well I’ve been doing that. Wholesale market might not work for me just yet
	+ Videos with Wegman’s, great breakfasts and lunches, you stayed on schedule and kept it moving
	+ Meeting people and learning about new and potential markets for my products
	+ Food was great, hearing from ‘real’ buyers
	+ The food! But seriously, I loved the opportunity to network and thought the speaker list was fantastic
	+ Presentations by Crystal, Violet, and Mariane: clear, accessible, easy to hear and process; handouts and resources were helpful; videos with Wegman’s & Headwater Food Hub
	+ The speakers’ willingness to engage and answer questions
	+ Information presented
* **I didn’t like…**
	+ The acoustics in the venue, it was really hard to hear, but the food was great!
	+ Everything went too fast to get down all the powerpoint info
	+ No buyers to give info on how they will deal with farms
	+ The weather
	+ I found everything to be informative but I didn’t get the pallet stacking thing as I don’t think it’s for livestock beef boxes
	+ It was all good – some things more useful, but it was all valuable
	+ Financials is hard unless you are |On |
	+ Some info was presented way too fast, no time for notes or digesting info
	+ I wish we could have switched tables and more easily met more people. I’m so bad at introducing myself
	+ Breakout session in Day 1 didn’t work logistically with space. David Ross’ presentation was too fast, not very engaging, and hard to hear. Unsure about combining livestock, veg/fruit, and value-added in same wholesale training as there are different considerations – ok for intro/beginning course like this but a challenge for a follow-up or 201 training.
	+ Role play/interaction activities (waste of my time)
* **I want to know more about…**
	+ Value added products, emerging channels for them or same as everything else
	+ Advertising and more about writing a marketing plan, themes, etc.
	+ More information on what was covered not just reading off the board
	+ Crop planning, soil improvements, etc.
	+ The other attendees – a quick introduction would have been really nice and it wasn’t a small enough group to do that
	+ A list of companies/hubs/opportunities in NYS
	+ Communicating with people, practicing people skills… possible to get powerpoint presentations?
	+ Practicing the soft skills – talking to people is really really hard
	+ Difference wholesaling food to restaurants vs. processors vs. coops/grocery/retail, and how quality standards/expectations differ
	+ Facts, more handouts
* **My next steps will be…**
	+ Make phone calls and email, finish my website, make a sell sheet, get liability insurance
	+ Finishing farm logo, creating sell sheets, updating/enhancing website, cobbling together a balance sheet and some partial budgets to see if the numbers match up with our ideas
	+ Develop financial plan, perfect pitch, reach out to potential restaurants
	+ Presenting the info to my group
	+ Think about all this
	+ Doing some soul searching, getting the balance sheet going to see how I’ve been pricing/cost of production, putting together a better plan for marketing to restaurants, continue working on direct market, providing customer education, working on production record keeping, marketing box specials, getting more creative
	+ Developing a wholesale program and identifying potential buyers
	+ Pursue opportunities, pursue more uniformity and improve labeling and packaging for our products; these details were very helpful. Hopefully attend buyer mixer which I hope to learn from
	+ Contact potential buyers, do my annual balance sheet, re-evaluate farm business plan
	+ Identifying our farm vision, deciding if/where wholesale fits in, determining next steps if we pursue wholesale, creating a one-year detailed program management timeline
	+ Research potential area buyers, map out anticipated crops that might be available for wholesale and look at costs/prices needed, initiate contact before crops are in to have a few new potential accounts on-call
	+ Continue working at Fruit of the Fungi and brainstorming ways to get our products out to more customers
	+ Prepare to wholesale market and figure farmers’ market schedules and costs
* **I could use this support for follow up…**
	+ I’m not sure right now but I do know how to get in touch if something occurs to me
	+ Could use the powerpoints to be emailed to adamyhouse@sandmarks.us
	+ SARE & CADE
	+ Financial planning balance sheet creation, splitting up enterprises to figure out profitability
	+ Look forward to meeting buyers in March
	+ Brand-building, informing buyers
	+ Accountability – I have the best intentions in the world and then Netflix calls my name
	+ Will reach out to Small Farms/CCE reps in my area as questions arise
	+ Handouts to summarize Day 1 and Day 2 – email more marketing connections specific to NYS areas