

University of Kentucky

UKnowledge

Agricultural Economics Presentations

Agricultural Economics

10-2010

Restaurant Sales: Grocery, Wholesale & Foodservice Sales

Timothy A. Woods

University of Kentucky, tim.woods@uky.edu

Miranda Hileman

University of Kentucky, miranda.hileman@uky.edu

Follow this and additional works at: https://uknowledge.uky.edu/agecon_present



Part of the [Agribusiness Commons](#), [Agricultural Economics Commons](#), and the [Marketing Commons](#)

[Right click to open a feedback form in a new tab to let us know how this document benefits you.](#)

Repository Citation

Woods, Timothy A. and Hileman, Miranda, "Restaurant Sales: Grocery, Wholesale & Foodservice Sales" (2010). *Agricultural Economics Presentations*. 2.

https://uknowledge.uky.edu/agecon_present/2

This Presentation is brought to you for free and open access by the Agricultural Economics at UKnowledge. It has been accepted for inclusion in Agricultural Economics Presentations by an authorized administrator of UKnowledge. For more information, please contact UKnowledge@lsv.uky.edu.

MarketReady™



Restaurant Sales

Grocery, Wholesale & Foodservice Sales

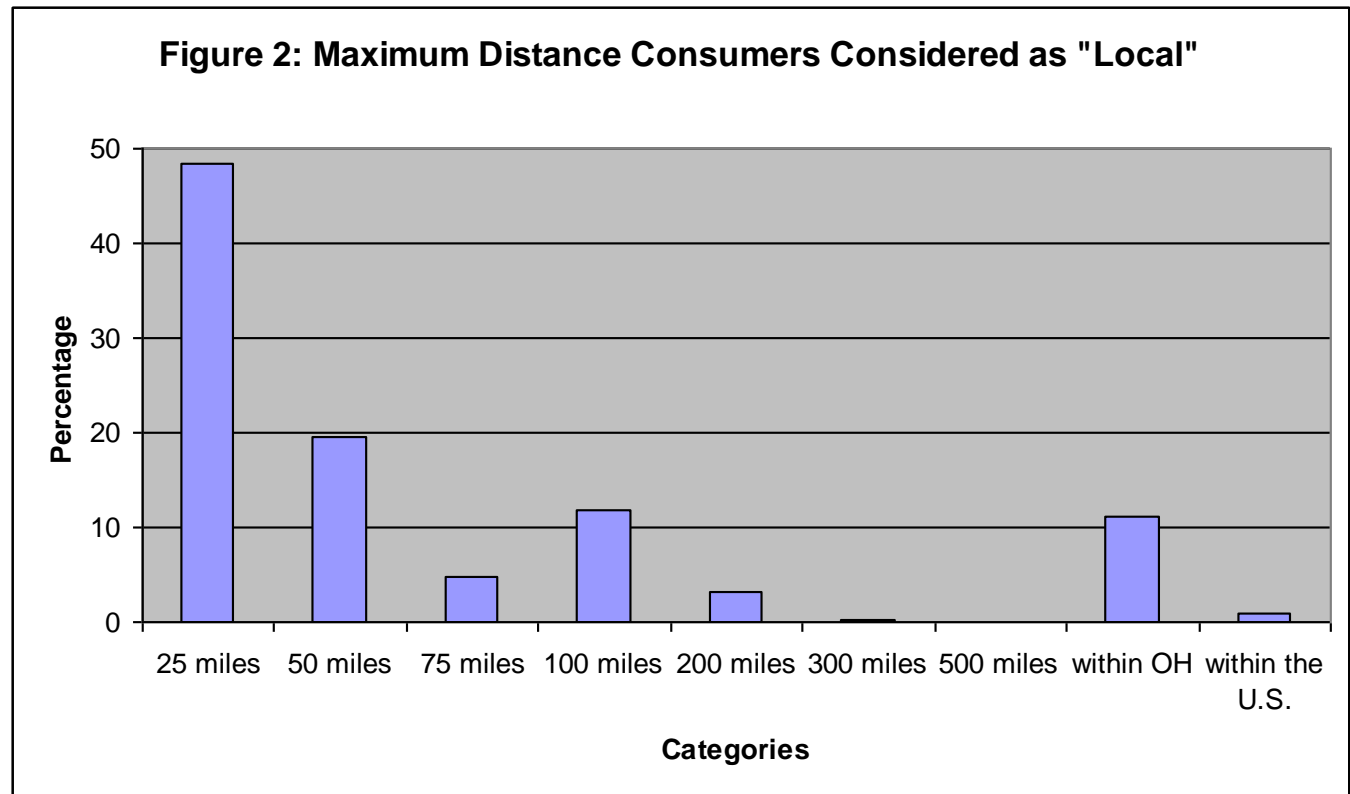
UKAg

COOPERATIVE EXTENSION



'Local'?

- Defining and Marketing 'Local' Foods:



KENTUCKY

MARKET  MAKER™

Linking Agricultural Markets

- MarketMaker is a free tool if you: Grow, Process, Sell, or EAT food!
- Identify markets by demographics
- Access profiles of target markets
- Locate farm-fresh products
- Locate processors, retailers, restaurants, farmers markets...any food-related business in Kentucky!

UKAg

Agricultural Economics

- www.marketmakerky.com/

Developing the MarketReady Training Program

- Local markets want local products
- Different sourcing needs for restaurants vs. grocery/wholesale/foodservice
- Different issues facing meat, produce, dairy, fully processed items
- Basic business-to-business framework involved in both

KENTUCKY
MARKET MAKER™
Linking Agricultural Markets



MarketReady™



MarketReady Producer Training

- Address market development risks and relationships small producers manage as they seek to develop supplier relationships with restaurants, grocery, wholesale and foodservice buyers



MarketReady Producer Training

- Helping farmers meet transactional requirements necessary to manage their food safety, product quality and traceability risks

Agricultural Economics



MarketReady Producer Training

- Training based around **best business practices** identified by buyers seeking local suppliers



Critical Points of Buyers

- Communication, be direct
- Pricing—know your costs
- Product availability, consistency
- Volume
- Aggregation and Distribution
- Time of delivery
- Storage barriers, temperature control
- Insurance
- Lack of proper invoicing
- Tell your story

MarketReady Modules

- **Communication & Relationship Building**
- **Packaging**
- **Labeling**
- **Pricing**
- **Supply**
- **Delivery**
- **Invoicing**
- **Insurance**
- **Quality Assurance, Audits & Certifications**
- **Satisfaction Guarantee**
- **Working Cooperatively**
- **Marketing – An ongoing process**
- **Local Products for Local Markets**



Example:

Best Practices Checklists

- I have a **blank invoice form** with my farm name, address, phone number, email address, and other contact information
- I have **space on my invoice form to print the product name/description, weight or quantity, and price**
- I have **discussed invoicing with the chef and made sure my invoice system meets their requirements**
- I am **prepared to accept payment later than the time that I deliver** the product to the restaurant
- I have a **system to track of how much I am owed** by individual restaurant customers

Coming Soon to You!

- MarketReady at Robinson Center
 - Thursday, November 11, 2010
 - 9 a.m. until 3 p.m.
- Registration cost is \$25
 - Includes: refreshments, lunch, materials
- We hope you can join us!



Thank you!

MarketReady™



Questions?

Dr. Tim A. Woods

Extension Professor, University of Kentucky

Agricultural Economics

tim.woods@uky.edu

Miranda Hileman, Extension Associate

miranda.hileman@uky.edu

UKAg

Agricultural Economics