

Presentation copy

Key Lessons from Meeting the Buyer

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<https://ccd.uky.edu/>

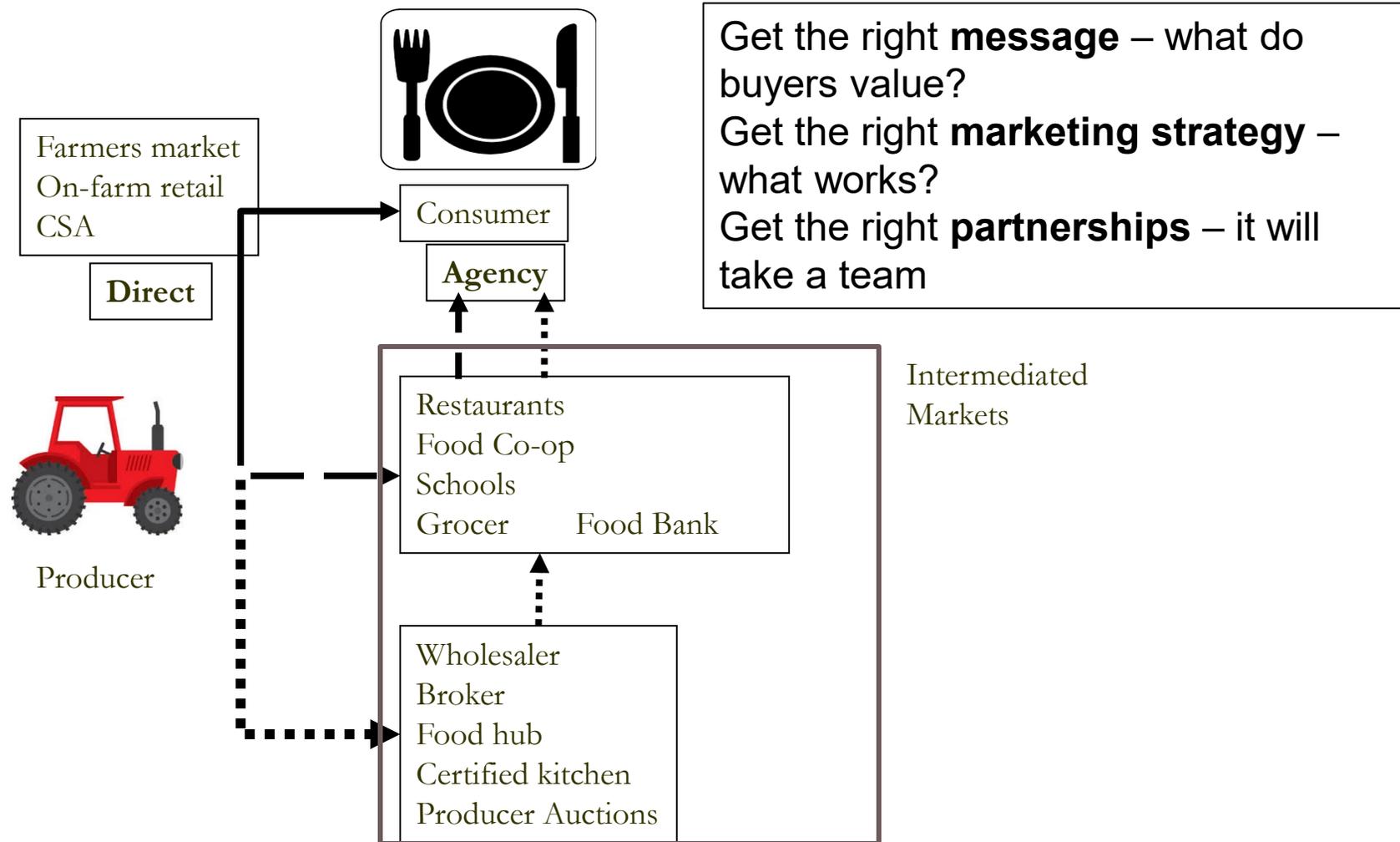
Five lessons from meeting the buyer

1. The buyer is my marketing partner
2. The buyer is choosing partners that give them the most value
3. Commercial buyers place a premium on quality and consistency
4. Vendor suppliers are part of a “local” community
5. Communicate, communicate, communicate

1. The buyer is my marketing partner

1. Longer supply chains = more marketing planning
2. On-going support from vendors

The Value Chain: Marketing with Your Partners



THE KEY
Business Functions
of MarketReady



Home / Business Functions



Communication & Relationships

Communication & relationships are huge pieces of your marketing plan! Find helpful information about communication & relationship building by clicking the title above.



Delivery & Logistics

Delivery & logistics can be confusing – but we are here to help! Click the title above to learn more!



Insurance

Insurance is a must-have in today's market. But where do you start? Click on the title above to take the first step!



Invoicing

Not sure how to invoice? Check out our resources! We even have invoice templates you can download & edit for your business. Click the title above to learn more!



Marketing

Find all things marketing here! We have resources for marketing yourself, your farm brand, and your product. Click the title above to learn more!



Packaging & Labeling

The packaging & labeling is what sells! So be sure to check out the resources we have for you by clicking the title.



Pricing

Pricing can be tricky – but we are here to help! Click the title above to learn more!



Quality Assurance, Temperature Control, & Satisfaction Guarantee

Quality assurance, temperature control, and satisfaction guarantee are all



Storage

Storage is always an important consideration, especially for items needed to be stored below a certain temperature. Do you need cold storage? We have

<https://marketready.uky.edu/businessfunctions>

Grocery Market Readiness Workshop
Fayette County Extension Office
March 31, 2026

MarketReady

BUYER SPOTLIGHT

Sharon Welch
Customer Communications
Kroger, Louisville Division

Kroger looking for new local products as their way to give back to the community - exploring in almost every grocery category

Key idea: "Your story is the number one driver for success - tell what your business does for your community as a way to connect to the Kroger customer."

Kroger

2. Choosing partners that give the most value

Market planning



- What is the value I am selling?
- Porter's home plate
- Customer purchase decision



Organization of the Business

Support activities

Firm Infrastructure

Human Resource Management

Technology Development

Procurement



Primary activities

**Inbound
Logistics**

Operations

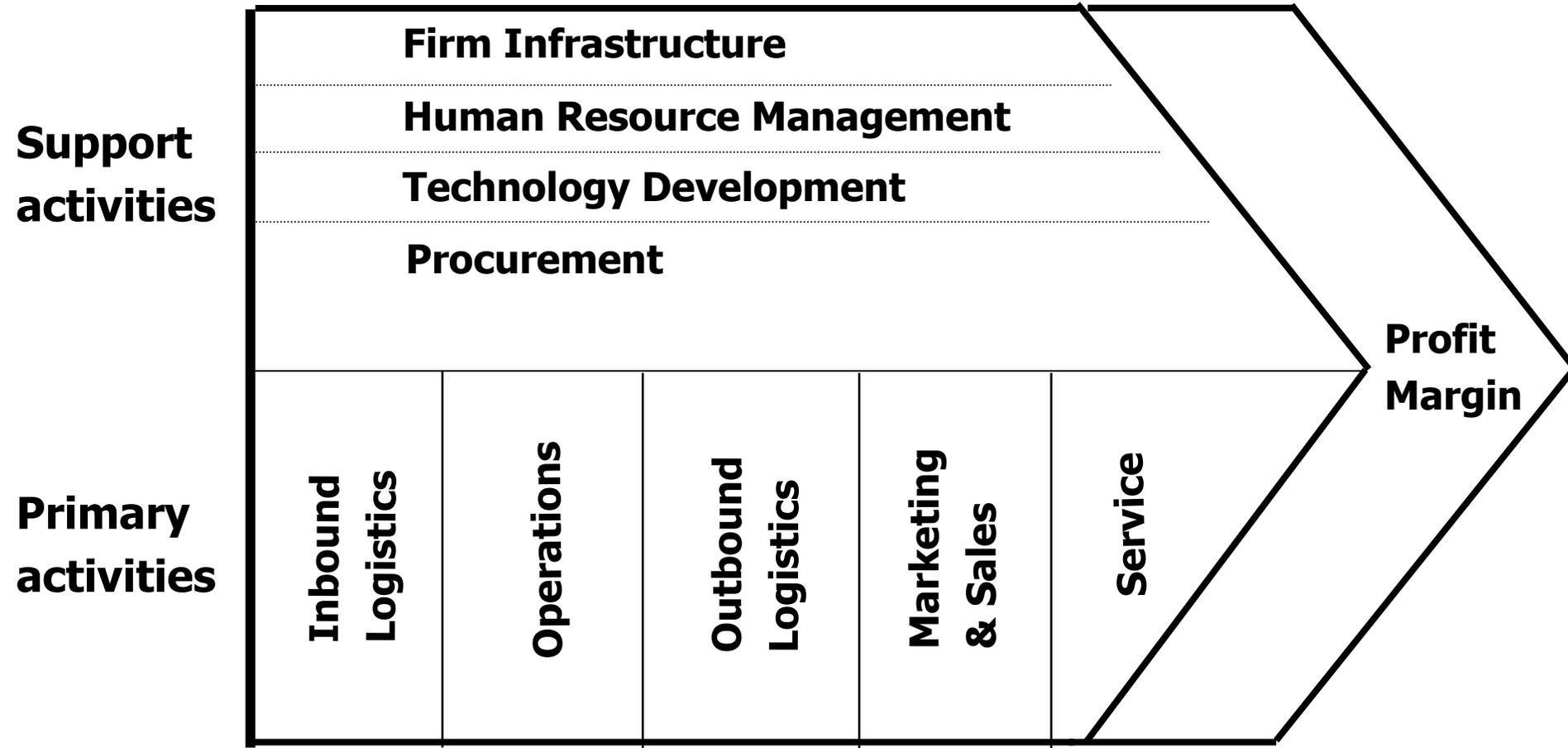
**Outbound
Logistics**

**Marketing
& Sales**

Service

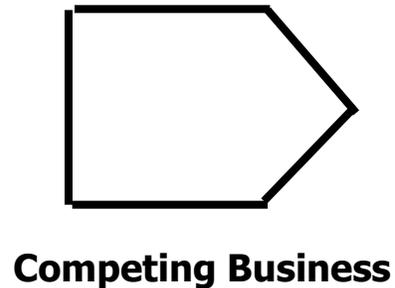
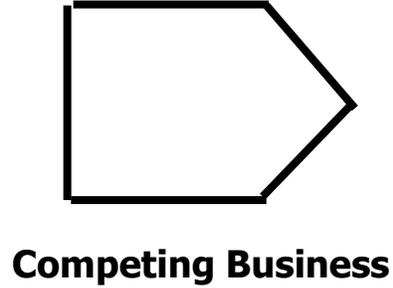


Organization of the Business





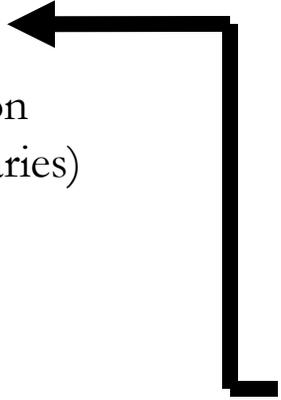
Fitting into the Channel -the Supply Chain Picture



(distribution
Intermediaries)

**Strategies formed to
become a preferred
supplier**

**relationships
capabilities
value creation**



Key Downstream Customer
Ex. Kroger, Walmart, Meijer, restaurant, school

Customer Purchase Decision

The value proposition

$$\text{Customer Purchase} = \frac{\text{Value Proposition}}{\text{Price}}$$

Customer Purchase Decision

The value proposition

$$\text{Customer Purchase} = \frac{\text{Features \& Benefits (Value)}}{\text{Price}}$$

Customer Purchase Decision

The value proposition

Color	Unique formulation
Quality	Guarantees
Know person	Location/demand
Local	Presentation/
Package	Merchandising
Knowledgeable Service	Referral
Reliability
Friendly

Customer Purchase =

 Price



Buyer as marketing partner

- Partner vs adversary
- Take the long term view
 - Get product, service and support right FIRST
 - Preferred supplier status follows
- Get buyer feedback on POS in-store observations
- Shared promotion events
- “where you can buy my products” in your social media



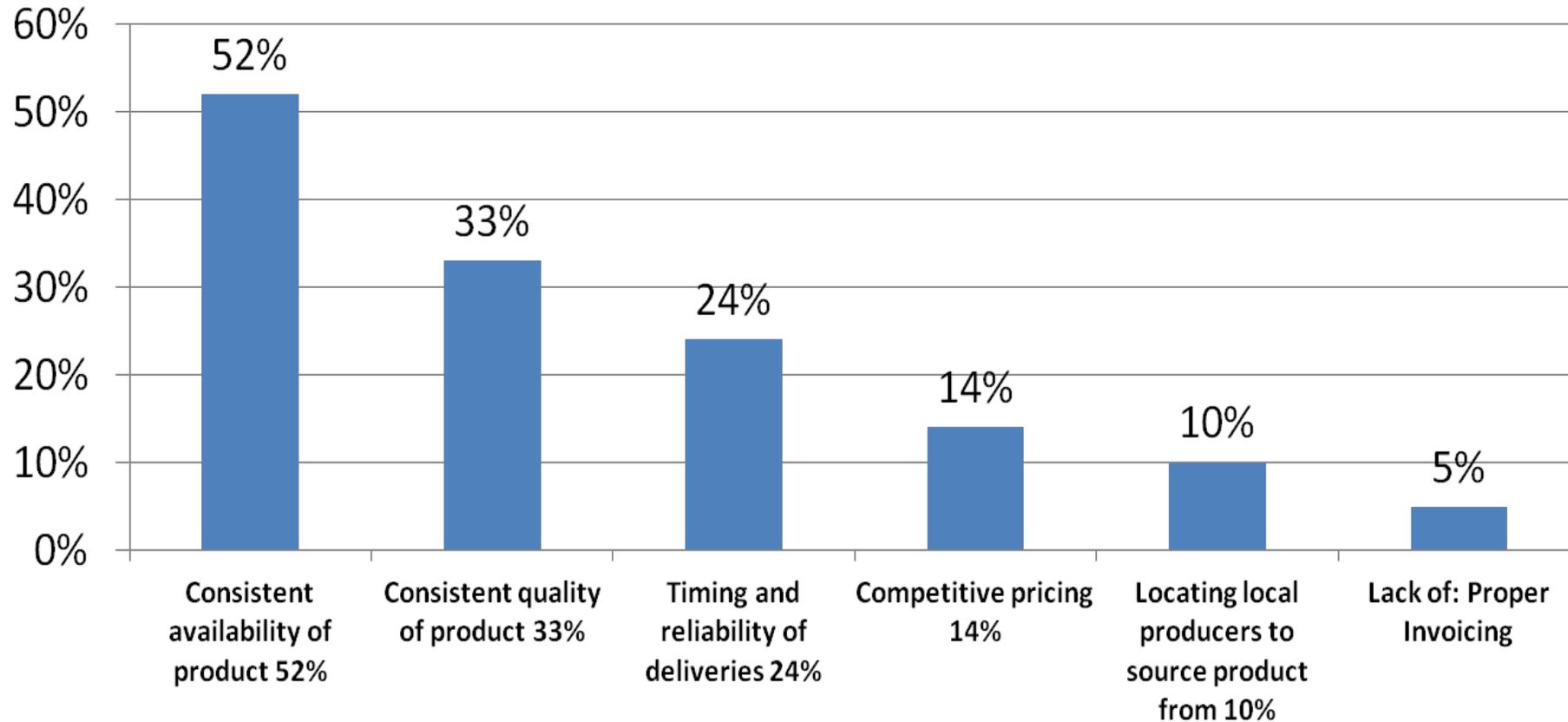
3. Quality and consistent availability

- KY restaurant buyer survey -
- Investments in packaging, delivery, quality assurance management



Barriers cited by Chefs

% Responding



Source: Produce Outlook Buyers Survey

How to get there

Consistent availability

- Prioritize inventory and production levels
- Planning
- Delivery systems

Consistent quality

- Quality management systems
- Written documents for quality assurance
- Food safety
- Grading
- Packaging





“Local” supplier community

- You are not typically the lone ‘local’ vendor
- Buyers build a ‘local’ program
- Cooperation on promotions, merchandising, sampling events, seasonal events
- Fitting with buyer ‘local’ branding programs

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



co·op·e·ti·tion

/kō_äpə_‘tiSHən/

noun

collaboration between business competitors, in the hope of mutually beneficial results.



“Local” Programs



Good Foods Co-op Lexington, KY Center for Crop Diversification 

Better in-store merchandising





Cooperative On-Farm Retail





Cooperative On-Farm Retail

Cooperative On-Farm Retail



'Meet the farming family'

Cooperative On-farm retail



Bakery partner

Goat farm partner



Highly nutritious with the works: broccoli, cheddar lettuce, tomato, pickles, onion, mustard, mayo* & red onion.

* Contains raw or undercooked meats, poultry, seafood, cheese, and soft-shell shellfish or eggs that increase the risk of food-borne illness. www.fda.gov/oc/ohf/ohf.html

Mac N' Cheese 9 Y
Heck's 10 yr cheddar, hotrod bread crumbs with **Smoked Kielbasa 12**
Korean Rice Bowl 10 DF, M, W, GF, HF, VM
glazed pork belly, kimchi, ginger, peanuts, mini cucumbers

Our Local Pastures

Free Range Organic Eggs from **New Century Farm** in Shullsburg
Honey from **Gentle Breeze** in Mount Horeb
Pasta from **RP's Pasta Co.** in Madison
Krinke's Baby Rice Popcorn in Columbus
Noodles from **Wah Kee** in Madison
Coffee from **Just Coffee Cooperative** in Madison
Espresso from **Kickapoo** in Viroqua
Tea from **Rishi Tea** in Milwaukee
Maple Syrup from **McClusky Brother's** in Hillpoint

Cheese & Dairy

Moreso, Fresh Chèvre, & Ridgeway Ghost from **Fantôme Farm** in Ridgeway
SarVecchio from **Sartori Foods** in Antigo
Aged Brick Cheese Spread from **Widmer's Cheese** in Theresa
Milk, Butter, Cream, Half 'n Half, & Cheese Curds from **Sassy Cow Creamery** in Columbus
Smoked Gouda, Provolone from **Farmer John** in Dodgeville
Pleasant Ridge Reserve from **Uplands Dairy** in Dodgeville
Marieke Raw Milk Gouda from **Hollands' Family Farm** in Thorpe
Raw Milk Bandaged Cheddar from **Bleu Mont Dairy** in Blue Mounds
Cheddar, Swiss, and Little Boy Blue from **Hook's Cheese** in Mineral Point
Moody Blue from **Roth Käse** in Monroe
Black Goat Truffle, Benedictine, Mobay from **Carr Valley Cheese** in La Valle
Sheep's Milk Cheese from **Hidden Springs Creamery** in Westby

Meat & Fish

Beef from **Fountain Prairie Farm** in Fall River
Pork from **Willow Creek Farm** in Loganville
Chicken from **Jen Ehr Family Farm** in Sun Prairie
Chicken, Turkey and Pork from **Jordandal Farm** in Argyle
Turkey and Pork from **Lange Farm** in Platteville
Turkey and Duck from **Blue Valley Gardens** in Blue Mounds
Pork from **Fox Valley Berkshire** in Fond du Lac
Lamb from **Sylvan Meadows Farm** in Viroqua
Lamb from **Pinn-Oak Ridge Farm** in Delavan
Rainbow trout from **Nelson Trout Farm** in Eastman
Rabbit from **Krinke's** in Columbus

Produce

Beets, Potatoes, & Cabbage from **Driftless Organics** in Soldiers Grove
Mixed Greens & Arugula from **Vitruvian** in MacFarlane
Apples & Cider from **Green's Pleasant Springs Orchard** in Stoughton
Brussels Sprouts from **Keywadin Farms** in Viola
Beets, Sweet Potatoes, and Garlic from **Crossroads Community Farm** in Cross Plains
Sweet Potatoes & Beets from **Equinox Community Farms** in Waunakee
Basil Pesto from **Renaissance Farms** in Spring Green
Hickory Nuts from **Harvey and Beverly Ruehlow** in Columbus
Hickory Nuts from **The Biersachs** in Columbus
Pea Vines & Microgreens from **Garden To Be** in Spring Green
Apples and cider from **Future Fruit Farm** in Ridgeway
Exotic Mushrooms from **Herb'n Oyster** in MacFarlane
Beets and Market Vegetables from **Black Earth Valley Farm** in Black Earth
Beets, carrots and turnips from **Blue Moon Community Farm** in Stoughton
Market Vegetables from **Harmony Valley** in Viroqua
Potatoes, Spinach, & other Greens from **Snug Haven Farm** in Belleville
Mini-cucumbers and leaf lettuce from **Canopy Gardens** in Antigo

Our menu is composed from local ingredients year-round. This is achieved through our partnership with a large network of small-scale farms. They provide most of our meats, poultry, dairy and produce, including cellared root crops and greens harvested from solar houses throughout the winter.

GRAB & GO LUNCH

AMERICAN

Soups & Salads

add bread side for \$11
Soups du Jour 4 / Hot: 7
Daily Preparation, ask your server for details
Ramen Noodle Bowl 10 \$
braised pork shoulder, pork belly, bok choy, radish, soft poached egg, men, Wah Kee noodles

Snacks & Shares

Pork Buns 6 \$
pork belly, pickled vegetable, hoisin
Deviled Egg* 3 GF, V, DF
eggs, mustard, smoked paprika, olive
Fried Pickles with chili ranch* 5 Y



The Local Taco

What's Local?

- ◆ milk, sour cream, eggs, grits & cornmeal
- ◆ corn, Roma tomatoes, yellow squash & Zucchini
- ◆ collard greens, green bell peppers & Jalapeños

Our Providers... Gallrein Farms • Dean Milk Co. • Habegger • Weisenberger Farms • Ky Honey Farms • Centerfield Farms • Brownings • Sweetwater Valley Farms • Broadbent B+B • George Gagel TRUCK FARM •





5. Communicate, communicate, communicate

- Vendor-buyer – frequency, timing, challenges, reminders, clarification
- Media and marketing
- Growing together – expanding on existing, new ideas,
- Evaluate - What changes would both like to see next season?



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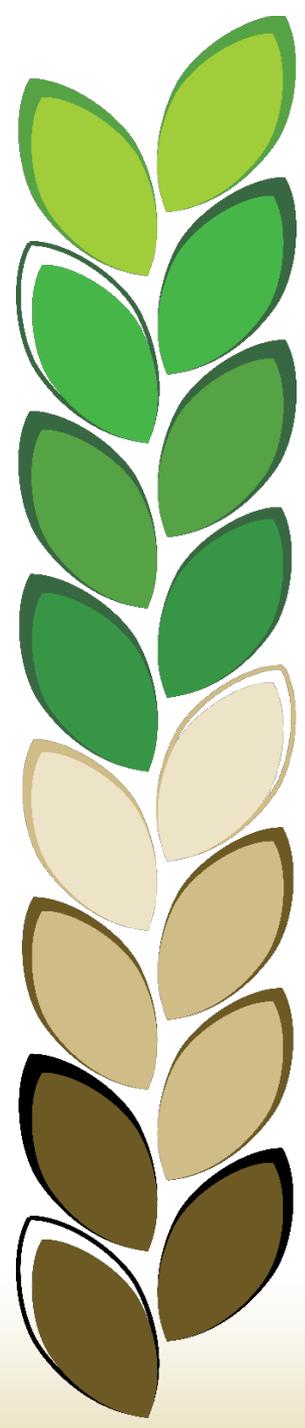

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