



COMMUNITY

4-H & YOUTH

ENVIRONMENT

AGRICULTURE

FOOD



UNIVERSITY OF VERMONT

EXTENSION

CULTIVATING HEALTHY COMMUNITIES

Selling to Restaurants

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Business Assessment: Are restaurants a good market choice?

Instructions: Circle the response that best fits your level of agreement with each of the statements below.

Scoring: 5 = Completely agree; 4 = Somewhat agree; 3 = Agree; 2 = Slightly disagree; 1 = Strongly disagree

| | | | | | |
|--|---|---|---|---|---|
| I have several years of production experience. | 5 | 4 | 3 | 2 | 1 |
| I have an interest in extending my growing season to get products to market earlier and continue growing later than usual. | 5 | 4 | 3 | 2 | 1 |
| I enjoy experimenting with unfamiliar crops and trying new things. | 5 | 4 | 3 | 2 | 1 |
| I consider myself a diversified operation growing a number of different items over the growing season. | 5 | 4 | 3 | 2 | 1 |
| I consider myself an easy-going individual. | 5 | 4 | 3 | 2 | 1 |
| I am committed to high-quality in all my products. | 5 | 4 | 3 | 2 | 1 |
| I am open to working with my customers to establish an ordering and delivery schedule that works for my clients and me. | 5 | 4 | 3 | 2 | 1 |
| I respect the work of my local Chefs and would welcome to opportunity to partner with them in featuring local products. | 5 | 4 | 3 | 2 | 1 |
| I am prepared to stand behind my product and make my customer happy. | 5 | 4 | 3 | 2 | 1 |
| I can accept criticism without taking it personally. | 5 | 4 | 3 | 2 | 1 |
| I welcome suggestions from customers. | 5 | 4 | 3 | 2 | 1 |
| My farm/business is located in an area where I could have multiple accounts that are not in competition with one another. | 5 | 4 | 3 | 2 | 1 |
| I can comply with all the regulatory requirements for selling my product to local restaurants. | 5 | 4 | 3 | 2 | 1 |
| I would enjoy the opportunity to help educate staff about the benefits of my product(s) | 5 | 4 | 3 | 2 | 1 |
| I would be willing to provide photos, brochures, and a written description of my farm if that would be useful to my client(s). | 5 | 4 | 3 | 2 | 1 |
| I have confidence in my ability to price my product(s) accurately and fairly. | 5 | 4 | 3 | 2 | 1 |
| I have a good record-keeping system that includes both financial records and production records. | 5 | 4 | 3 | 2 | 1 |
| I would be willing to make some changes to my production method if it would help me to maintain or increase sales to a customer. | 5 | 4 | 3 | 2 | 1 |
| I would be willing to make some changes to my product line if it would help me to maintain or increase sales to a customer. | 5 | 4 | 3 | 2 | 1 |
| I would be willing to make some changes to my packaging or post-harvest care if it would maintain or increase sales to a customer. | 5 | 4 | 3 | 2 | 1 |
| Total of each column and then add the 5 totals together for a single score. | — | — | — | — | — |

Scoring:

80+... You might enjoy the challenges and opportunities of selling to restaurants.

60-79... It might be a good idea for you to supplement your regular markets by adding a restaurant or two to see how it works for you before making a major commitment.

< 60... Restaurants are probably not the best market outlet for you. But it is good to reassess your markets periodically--as your business grows and changes you might find yourself open to new opportunities.