



Selling to Wholesalers Supermarkets and True Wholesalers

What You Need to Know for Growing and Selling to Wholesale Markets

Making Contact

Forming Relationships with New Grocery and Wholesale Customers

- Track down your potential Wholesalers
 - Talk to your florists
 - Do a Google search
- Identify what type of grocery store is best
 - Large national chains are not your customer
 - High end regional stores
- Finding the right contact person
 - Find out who the floral buyer(s) are
- Bring them fresh flowers, not promises
 - MOST IMPORTANT STEP
 - Let your product sell itself



Pricing

What to Charge

- Pricing will be lower than direct to florists or end users
 - A buyer's job is to procure flowers for the lowest cost
 - Typical wholesale margin ranges from 30% - 35%, but depends on product
 - See what they are charging and work backwards
- Higher volume might make it worth while
- With quality product, people will pay a premium
- Typical grocery upcharge
 - Normally marked up 100%
 - What can your market bare?

Orders and Delivery

Transporting Flowers from the Farm to the Customer

- Lead time from receiving to delivering orders
 - Wholesales will typically give you orders 3-4 days before delivery
 - Grocery may give up to a week notice at first.
 - Once you have an established relationship, you might receive recurring orders
- Bunching and Sleaving
 - I do not sleeve, but you might be required to
- Bucket Labels
- Different types of buckets
 - Pros and Cons
- Delivery and Pickup
 - If you can, deliver your own flowers



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Growing for High Demand

Volume and High-Quality Product Week after Week

- Three Most Important Things
 - Consistency
 - Reliably provide product week after week, deliver in full
 - Communication
 - Quick response time, ease of ordering, clear invoicing
 - Quality
 - Insect free flowers
 - Fresh picked
 - Defect Free
- Growing at scale
 - You need to supply flowers for the busiest week of the year
- Have outlets for unsold product
 - Farmers markets, direct to customer, grocery

Wholesaler Order Examples

Can we start for Monday pickup:

10st Silver years - or similar
20st Sweet Nathalie
20st Castle Drive or similar
20st Gerrie Hoek or similar
10st Magic Moment or similar
10st Burgundy Ball Type
10st Orange Ball Type
10st Purple Ball Type
45st Yellow Ball Type
10st Small Blush Pink
20st Burgundy Cactus Type
20st Rip City or similar
200st Medium Burgundy
50st Cafe au Lait
70st Peaches & Cream
110st Burgundy Dinner Plate
10st Red Dinner Plate
40st White Dinner Plate
40st Orange Medium
10st Pink Medium size
30st Purple Medium
10st Red Medium
20st White Cactus Type
100st White Medium

130st Dahlia Burgundy Ball
250st Dahlia Peach - she want's this variety from a few weeks back
100st Dahlia Ball White
10st Dahlia Chocolate
50st Dahlia Chilsons Pride
140st Dahlia Medium Burgundy
60st Dahlia Cafe au Lait
30st Dahlia Lavender
10st Medium Red
10st Medium Orange
50st Medium White
30st Santa Claus
20st Ball Type White
30st Medium Burgundy
20st Cafe au Lait
15st Dinner Plate White

955 Stems

895 Stems

20st Ball type Burgundy
60st Ball type Orange
10st Bal Type Purple
20st Medium Blush
340st Medium Burgundy
110st Cafe Au Lait
40st Dinner Plate Burgundy
110st Dinner Plate White
5st Medium Hot Pink
20st Medium Orange
10st Small Dark Purple
20st Medium Purple
10st Medium White
40st Ball Type White
30st Peaches & Cream
35st Ball Type Burgundy
65st Medium Burgundy
125st Cafe au Lait
170st Dinner Plate Burgundy
20st Dinner Plate White
10st Medium Orange
10st Medium White

80st Dahlia Small White
85st Ferncliff copper or similar - need all same if possible...

1435 Stems