

Distribution Bootcamp Relationship Readiness

Presented by Stephanie Ames, BBA Program

Danny Turner, BBA Program

Columbia
Basin **trust**

**BASIN
BUSINESS
ADVISORS**

About Stephanie

- Program Navigator and Food Producer Advisor for BBA Program
- 14 years of Grocery Retail experience in operations, store development, pricing, and strategic planning
- Honors Graduate of the Executive Leadership and Management Program from TRU
- 2020 Canadian Grocer Star Women Award



About Danny

- Danny Turner, Delivery Executive for BBA Program
- Partner in Kootenay Peaks Advisors
- MBA from University of Oxford
- Mix of Consulting (Deloitte) and Entrepreneurship over 30 years in Canada, California, Washington DC, London, Europe and the Kootenays
- Live on my family cherry orchard in Creston, BC
- Also an Executive-In-Residence for the Basin RevUP Program



Introductions

- Wilhelm; Wyndell Distilleries, Creston
- Sarah; Stoke the Fire Hot Sauce
- Bee Kind; Ron Glave



Introduction to Distribution Bootcamp

Session 1

Session 2

Working Group 1

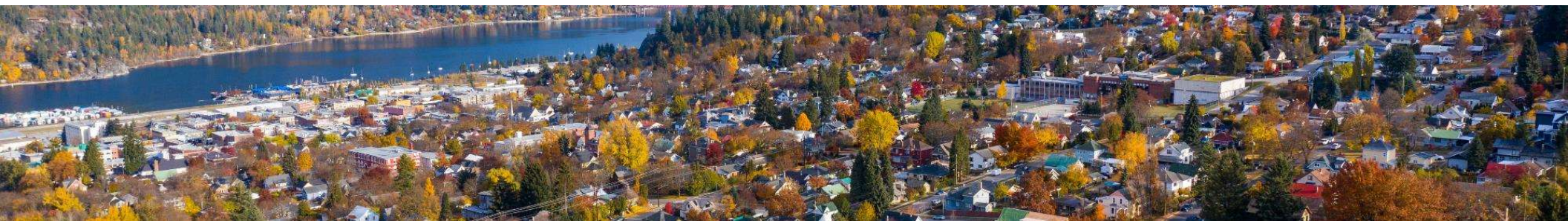
Working Group 2

Session 3

Working Group 3

Date: October 24, 2023

- Finalize your “Go Kit” to be ready for trade shows and expos
- Create a post-trade show checklist to follow up with potential leads



Session 1: Being a Good Supplier

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Session 1: Being a Good Supplier

- Taking the Next Step Video
- Product Life Cycle
- Who is a Good Supplier?
- Product Readiness
- Relationships and Rapport
- Delivery/Etiquette
- Re-Order and Maintenance
- Next Steps in Learning
- Recap



Being a Good Supplier Overview



- Why are you here?
- Are you ready to adapt from Producer to Selling?
- How will you demonstrate being a Good Supplier?

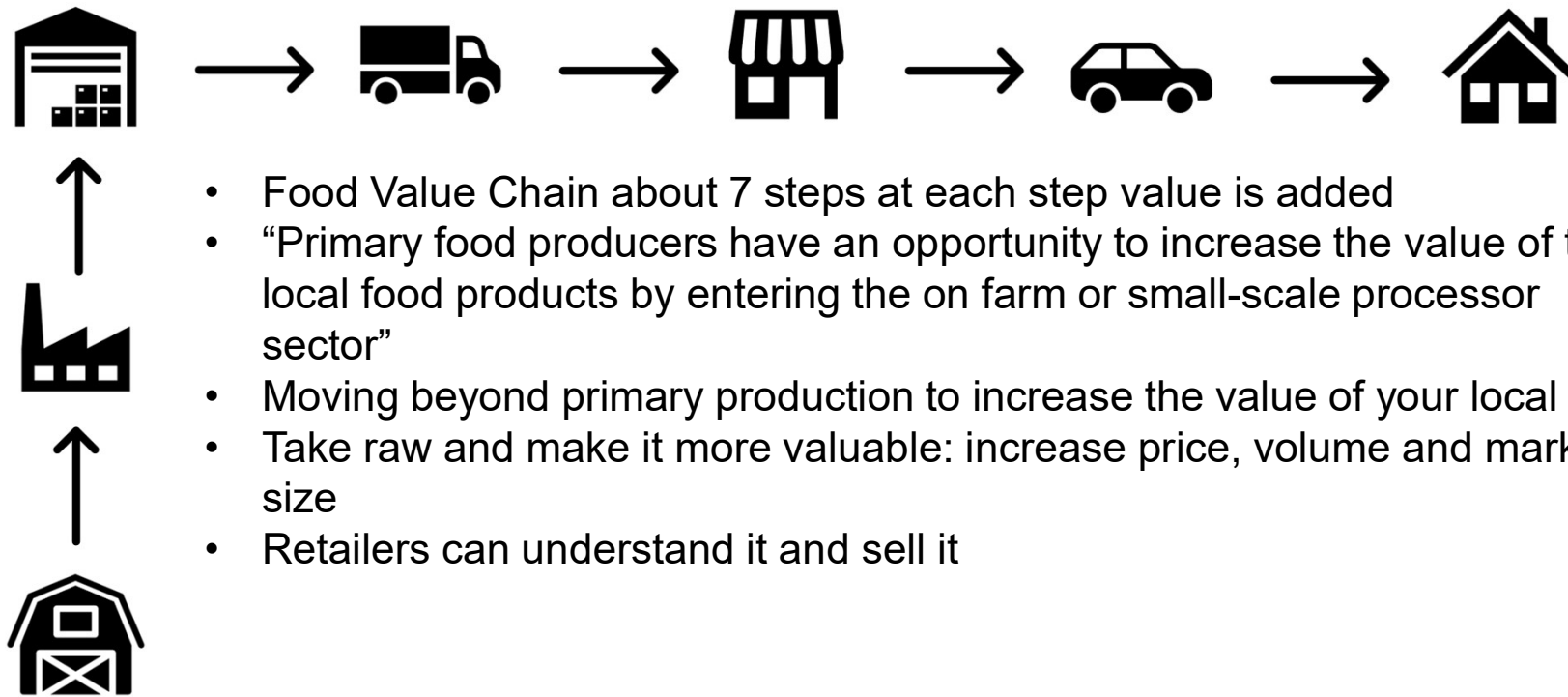
“Taking the Next Step” Video Recap

- What are some key take aways you learned from this video?
- What did Danny add to his business?



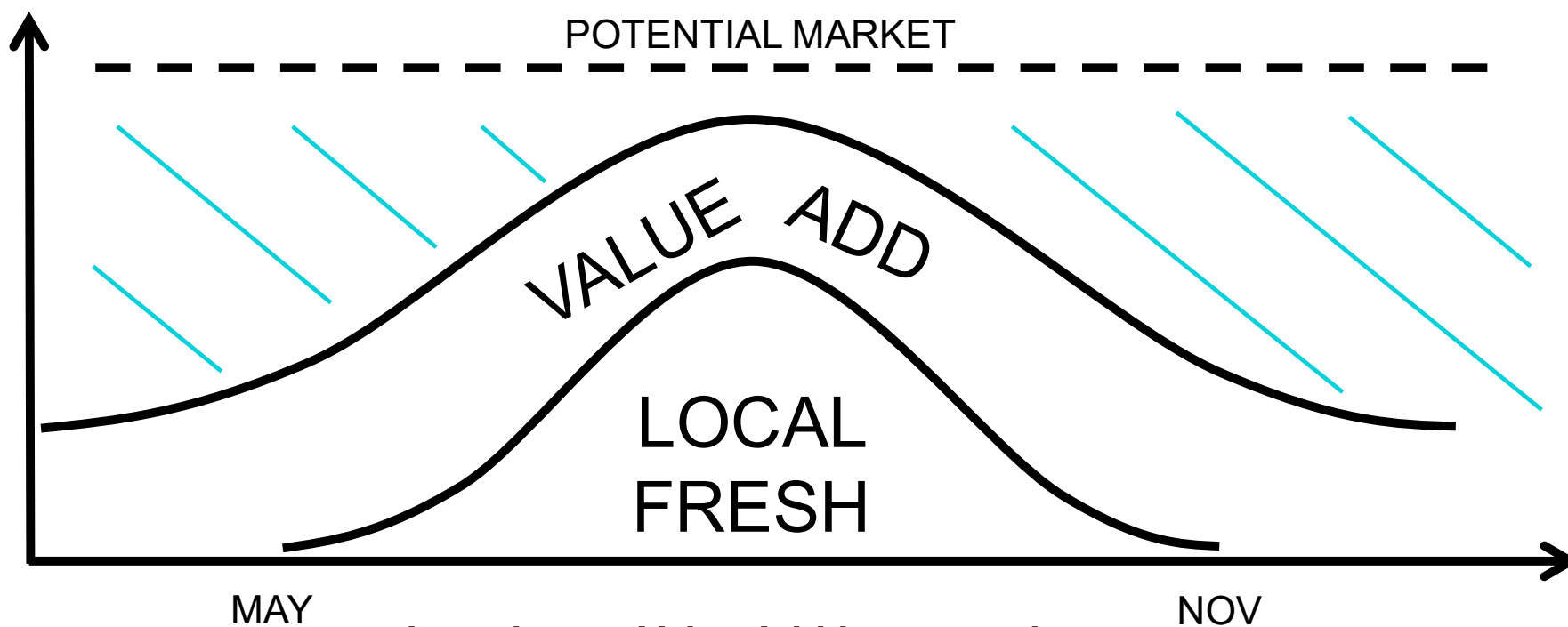
[Danny Turner - Taking the Next Step: Moving beyond primary production to increase the value of your local food on Vimeo](#)

Food Value Chain



- Food Value Chain about 7 steps at each step value is added
- “Primary food producers have an opportunity to increase the value of their local food products by entering the on farm or small-scale processor sector”
- Moving beyond primary production to increase the value of your local food
- Take raw and make it more valuable: increase price, volume and market size
- Retailers can understand it and sell it

Add value on top = more to sell in peak



Layering on Value Add is a step-change

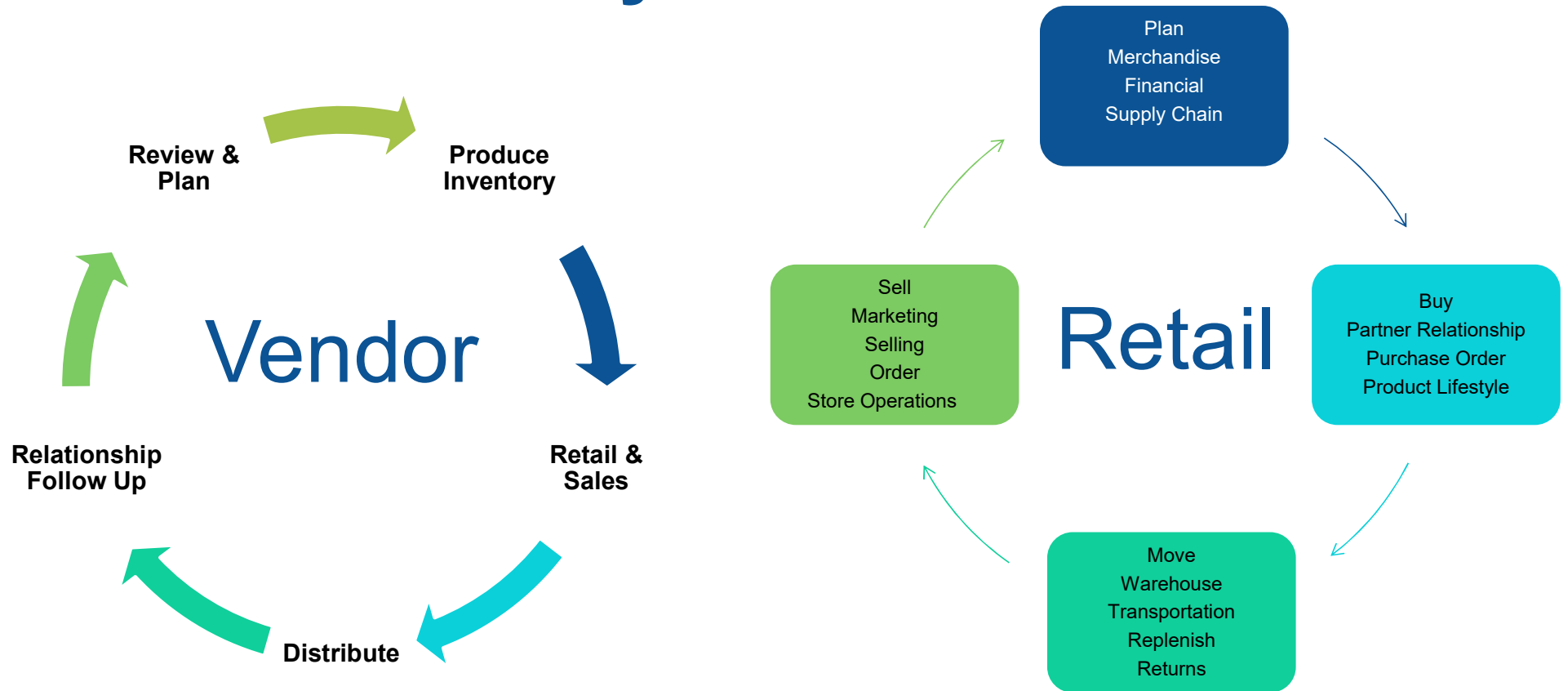
Taking the Next Step

Video Recap

- “To be successful new processors need the support of local retailers and rest to list and promote products to consumers”
- Partnership, building local food
- Substitute products consumers are already buying
- Own our part and partner for the rest. What do you own? What does your partner own?
- Prepare to make less margins = realistic



Product Life Cycle



Who is a good supplier?

- What qualities make a good supplier?



Who is a good supplier?



- Accurate
- Timely
- Quality controlled
- Reliable
- Organized
- Accountable

Product Readiness

- Priced for Profit (including retailer)
- Prepared for Growth
- Production Volume & Capacity
- Licensed & Labelled
- Packaging and Formats
- Insurance and Liability
- Product Expert Expansion - next session



Relationships & Rapport



- Understand retail management
- Prepare for making contact
- Know who/how to make contact with retailer(s)
- Demonstrate product commitment & management
- Be honest and accountable
- Provide demonstrations/samples in store
- Our next session will discuss leveraging these relationships

Delivery & Etiquette

- Timely (during receiving hours)
- Flexible (warehouses are busy)
- Temperature controlled (if applicable)
- Easy (to receive product)
- Diligent (Check for returns, dates, backstock)



Retail Delivery Challenges

Backed up Loading Bay



"Dump and Run Delivery"



"Freight Day"



Current Product Management

- For those selling in retail, what are your current practices for product management?



Re-Order and Maintenance



- Part of your promotional schedule expanded in next session
- Look for comparable products; location, presentation, labels, and ask for feedback on those products
- Observe merchandising areas, departments, “opportunities”

Re-Order and Maintenance

- Visit retail often
- Face, rotate, dust, observe presentation
- Make contact with sales manager or your direct store contact
- Ask for sales history, reorder, feedback and act on
- Discussed further in next session



Review, critique and plan

- Maintain scheduled practices
- Critique process
- Offer support to retail and act on appropriate feedback
- Record sales data including dates



Review, critique and plan

- Look at future promotion opportunities and discuss with sales manager (expanded in next session)
- Plans based on season, promo, events
- Research distributor partnerships/discuss with retail partner for insights.



Next Steps in Learning

- Prepare for your Pitch Meeting
- Working Group: Pitch Deck Prep
- Working Group: Mock Pitch Sessions with guest speakers
- Prepare for Food Expo and Trade Shows
- Working Group: Trade Show Plan
- Basin Food & Buyer Expo (Nov 3&4)



Thank you

- Q&A
- Comments
- Feedback

