



# Selling to Retail: From Pitch to Shelf

Presented by Stephanie Ames, BBA Advisor





# Course Overview

Work with BBA Advisors to prepare your product and pitch for wholesale buyers and distributors.

This is a 6-week series of live workshops and working groups covering:

- Being a Good Supplier
- Preparing for Your Pitch Meeting
- Making the Sale





# Session 1: Being a Good Supplier

Presented by Stephanie Ames, BBA Advisor





# Session Outline

- Taking the Next Step Video Recap
- Understanding Retail Management
- Best-in-Class Engagements
- Homework
- Next Steps



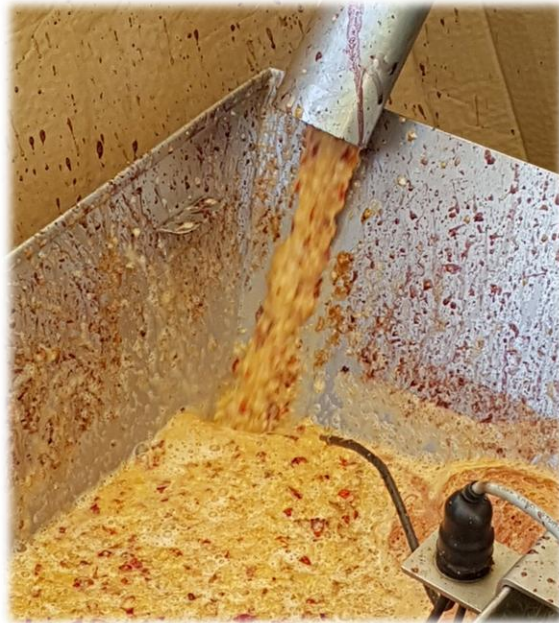


# Why are you here?

- Why are you here?
- Are you ready to adapt from Producer to Selling?
- How will you demonstrate being a Good Supplier?
- “Visualize yourself actively executing each topic... see yourself in each process.”

# “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

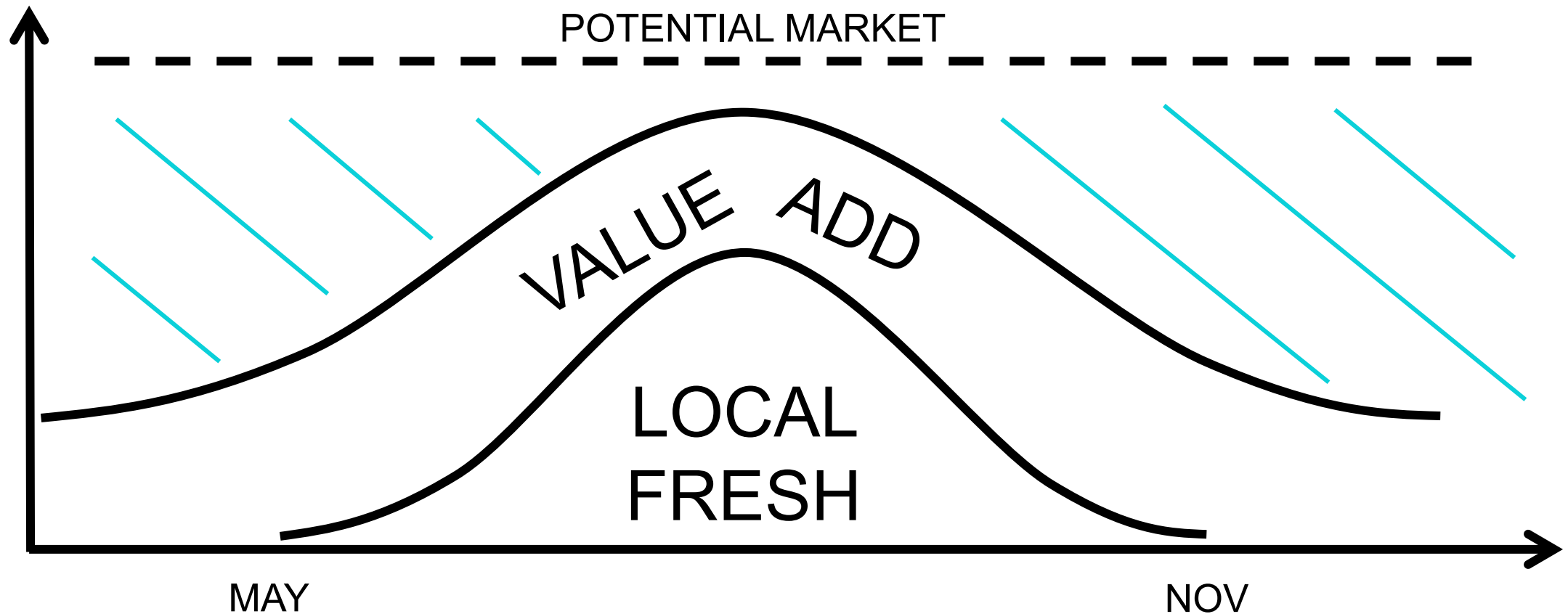


# “Taking the Next Step” – Video Recap

What did Danny add to his business?



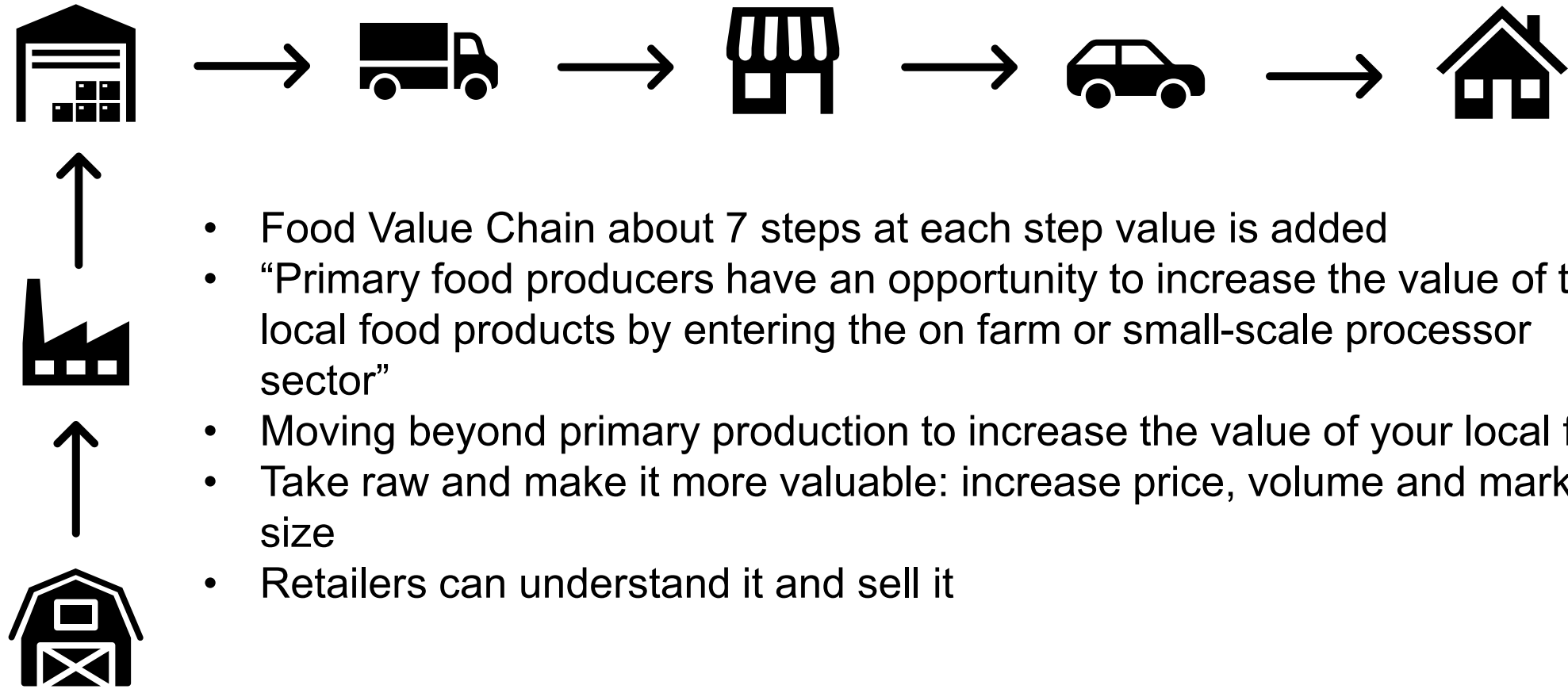
# Add value on top = more to sell in peak



Layering on Value Add is a step-change



# 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

# “Taking the Next Step”

## Key Takeaways

- “To be successful new processors need the support of local retailers to list and promote products to consumers”
- Partnership, building local food
- Substitute products consumers are already buying
- Own your part, partner for the rest
- Prepare for lower margins
- Gap analysis: “In the gap there is WORK”





# Understanding Retail Management

- Retail and merchandising terminology
- Who is a good supplier?
- Product readiness
- Product categories
- Priced for profit



# Retail Terms

What do you want to know?

What are some terms you've heard and don't understand?

What terms, "speak retailer language"





# Understanding Retail Management





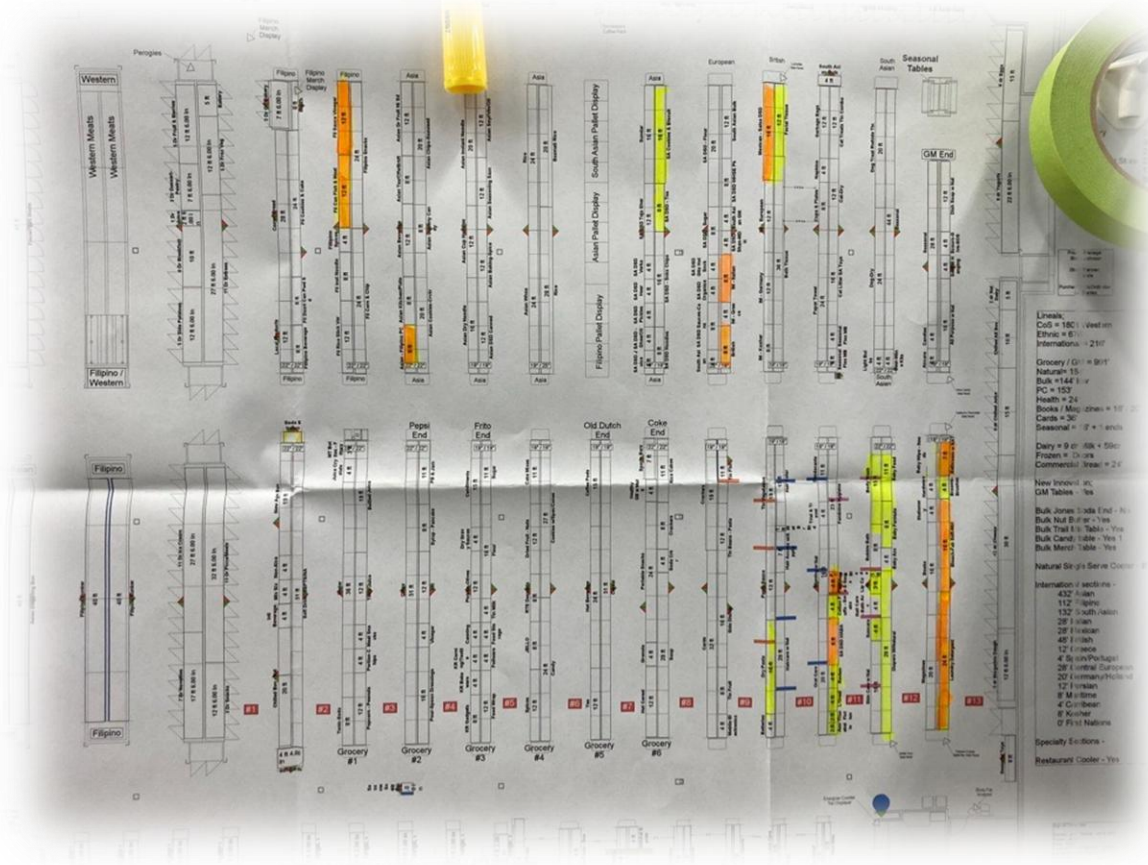
# Understanding Retail Management

- Delivery Etiquettes
- Dump and run – this represents your brand
- Follow up with deliveries
- Remember, warehouse trucks always take priority
- Get in & out of the warehouse

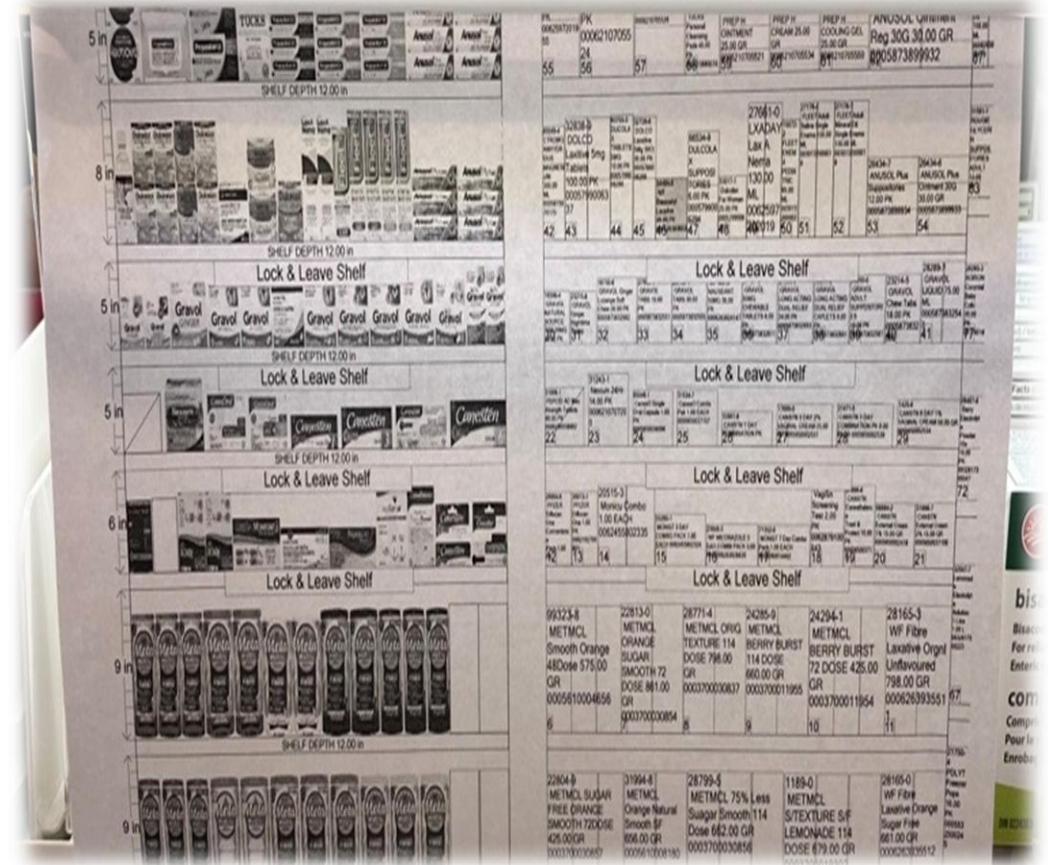




## Planograms/Schematics/Paid



## Allocations/Listed products/Warehouse





# Merchandising Terms



Facings  
Peg board  
Paid locations





# Merchandising Terms





# Merchandising Terms



End caps

Side panel

Tower

“Flex”

Profit  
recovery

Cross  
merch





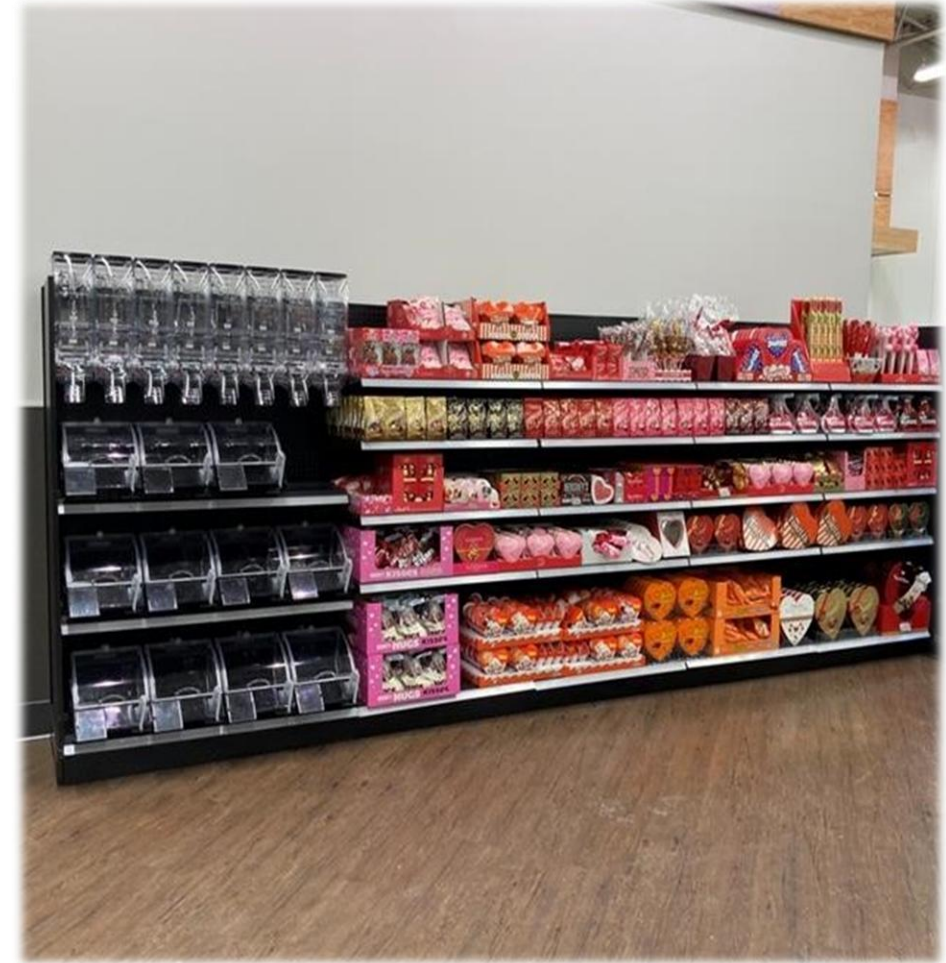
# Seasonal Merchandising



Cross department

Bulk Bins

“In & Out” (xi, x)





# Cross Merchandising



Basket builder

Themed displays

Brand/  
promo support

Shippers/  
aisle stacks





# Who Is a Good Supplier?

## Qualities:

- Accurate
- Timely
- Quality controlled
- Reliable
- Organized
- Accountable
- Shares profits & margins



# Recall Process

- MUST
- If a contaminant occurs in production, can you trace those products?
- Do you have to recall ALL or just affected lots?
- Non-cooked food is HIGH risk
  - Leafy Greens
  - Micro Greens





# Product Readiness

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



# Product Categories









# Fall Themed

- Halloween
- Back to school
- Hint of Christmas
- Entertaining





# Basket Builder

What items in here must you buy when you buy the other?

- Cereal
  - Milk
  - Bananas
- Coffee
  - Milk
  - Sugar
- Rice
  - Canned veg
  - Carrots
- Pinto Beans
  - Carrots
  - Green Beans



# Current Product Management

What are your current prices?  
Are you priced for profit?  
Have you included labour?  
Distribution? Packaging?  
Import or Duties?





# Product Cost of Goods per product

- Purchase Price or Production Price + Direct costs to get the product ready for sale
- Direct costs include:
  - Freight
  - Packaging
  - Import or Duties



Value



Price

# Product Cost of Goods

## 4 Pricing to Net Profit per Unit (Margin-Based)

This guide explains how to calculate pricing from production costs through to net profit per unit using the margin method. It focuses on the equations and process in a simplified step-by-step format.

### Step 1: Calculate Total Production Cost (COGS)

$\text{COGS} = \text{Raw Materials} + \text{Labour} + \text{Packaging}$

Example:  $\$6 + \$3 + \$1 = \$10$  total COGS

### Step 2: Calculate Wholesale Price

$\text{Wholesale Price} = \text{COGS} \div (1 - \text{Wholesale Margin \%})$

Example:  $\$10 \div (1 - 0.35) = \$15.38$

### Step 3: Calculate Gross Profit

$\text{Gross Profit per Unit} = \text{Wholesale Price} - \text{COGS}$

Example:  $\$15.38 - \$10 = \$5.38$

### Step 4: Calculate Total Operating Expenses (OPEX)

$\text{OPEX} = \text{Marketing \& Promotions} + \text{Shipping/Logistics} + \text{Overhead Allocation} + \text{Other Variable Opex}$

Example:  $\$1.00 + \$0.75 + \$1.25 + \$0.50 = \$3.50$

### Step 5: Calculate Net Profit

$\text{Net Profit per Unit} = \text{Gross Profit} - \text{OPEX}$

Example:  $\$5.38 - \$3.50 = \$1.88$

### Step 6: Calculate Retail Price (MSRP)

$\text{MSRP} = \text{Wholesale Price} \div (1 - \text{Retail Margin \%})$

Example:  $\$15.38 \div (1 - 0.35) = \$23.66$

### Summary of Equations

$\text{COGS} = \text{Raw Materials} + \text{Labour} + \text{Packaging}$

$\text{Wholesale Price} = \text{COGS} \div (1 - \text{Wholesale Margin \%})$

$\text{Gross Profit} = \text{Wholesale Price} - \text{COGS}$

$\text{Net Profit} = \text{Gross Profit} - \text{OPEX}$

$\text{MSRP} = \text{Wholesale Price} \div (1 - \text{Retail Margin \%})$



# Best-in-Class Engagements

- Strong relationships and rapport
- Following delivery etiquettes
- Understanding delivery challenges
- Product life cycle
- Seeks feedback and collaboration with sales data
- Priced for profit with shared margins



# Relationships and Rapport

- Understand retail management
- Know who/how to contact
- Be aware of current priority
- Demonstrate product commitment
- Be honest and accountable
- Provide demos/samples in store
- Request sales data
- Next session: leveraging relationships



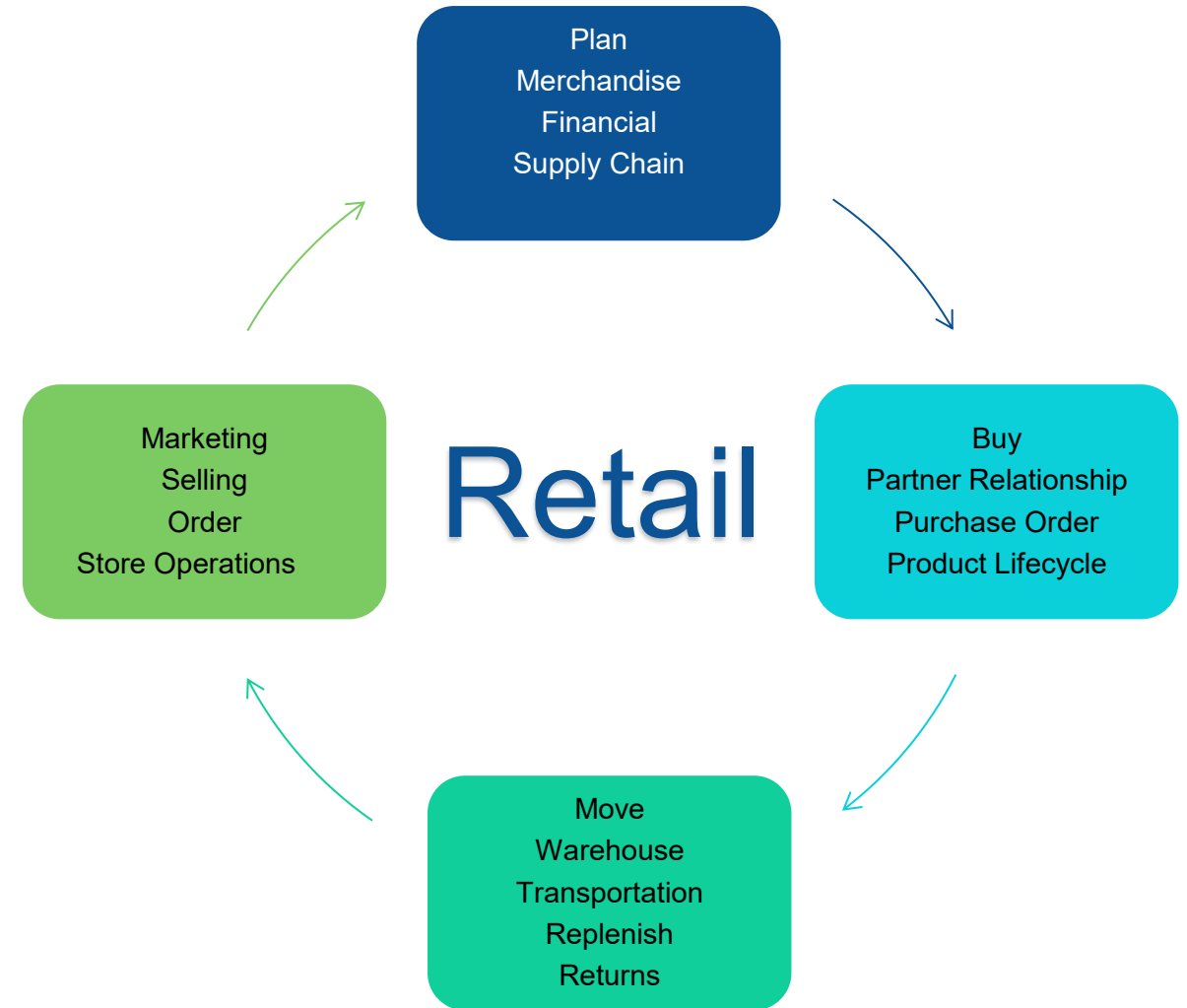
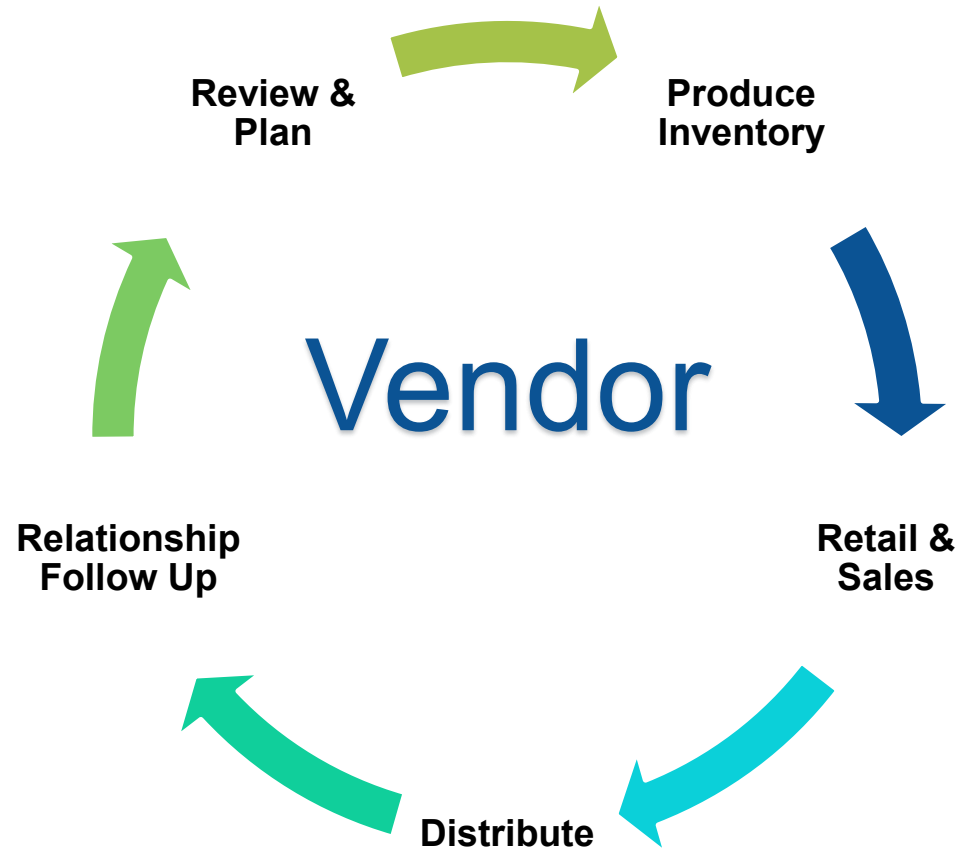


# Delivery and Etiquette

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



# Product Life Cycle







# Re-Order and Maintenance

- Part of promotional schedule (expanded next session)
- Look for comparable products
- Observe merchandising areas
- Visit retail often
- Face, rotate, dust, observe
- Contact store
- Ask for sales history, reorder, feedback

# Review, Critique and Plan

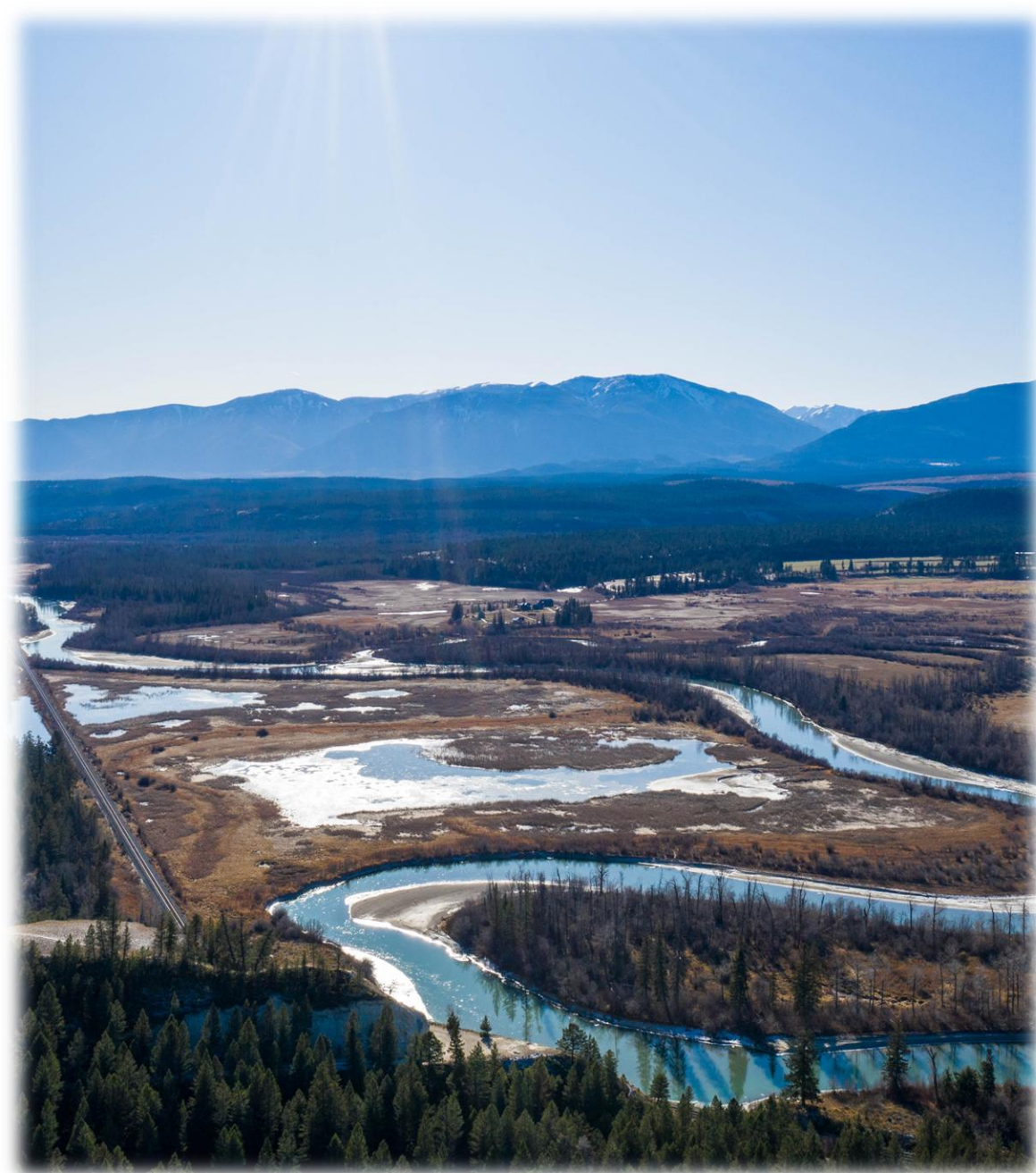
- Maintain scheduled practices
- Critique process
- Offer support to retail
- Record sales data
- Look at future promotions
- Research distributor partnerships





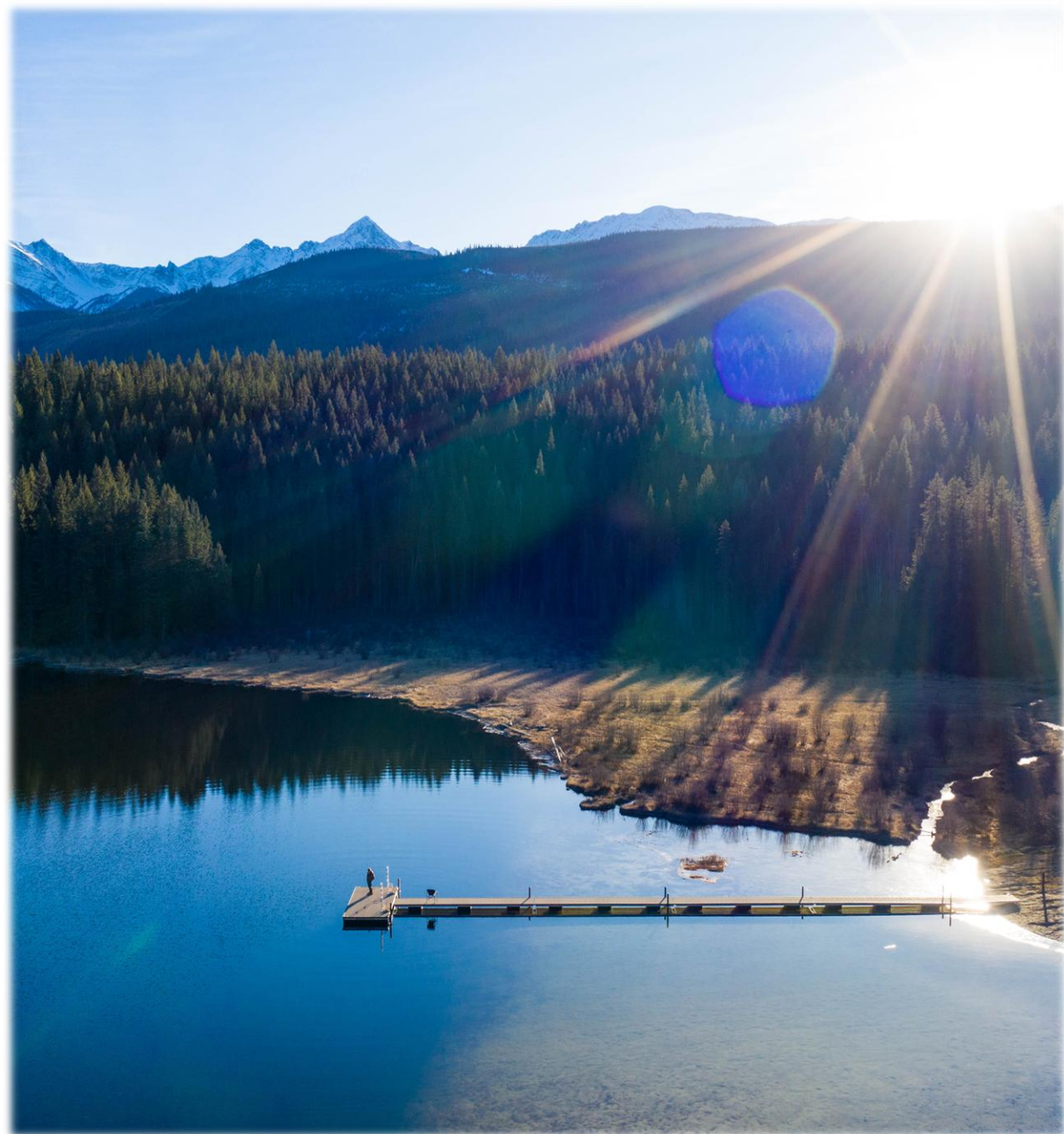
# Homework

- Research category of product placement and basket, what makes this category important in a store?
- Calculate your COGS & MSRP and prove you're priced for profit
- Create or update transparent recall and traceability process and systems



# Case Study

Review for homework







# Next Steps in Learning

- Working Group: Distribution Readiness
- Preparing for your Pitch Meeting
- Working Group: Presenting your Product
- Making the Sale
- Working Group: Making the Sale
- Basin Food & Buyer Expo (Nov 6-8, 2025 in Nelson)

# Questions?





# Thank You

