



# GROWER-BUYER Meet-up

## Building Partnerships and Supporting Local Food



### GOAL

A successful Grower-Buyer Connections event will lead to sales relationships. It facilitates knowledge exchange and understanding between growers and buyers as to the business and communication needs on both sides to help build successful long-term relationships. All parties should be prepared for and open to discussions.

### EVENT DETAILS

#### **AUGUST 28: 3:45 – 4:45pm - Introduction**

Learn more and prepare talking points with local entertaining aggie, KTA's Derek Kirisu

#### **AUGUST 29: 9:00 – 11:00am - Grower Buyer Meet-up**

- Each grower will meet face-to-face with each buyer for 8-10 minutes.
- Growers stationed at tables will share product list, photos, certifications, and samples.
- Buyers will move from table to table and share requirements for volume, insurance, delivery terms, and specific product needs.

### PREPARE

- **Complete and submit the registration form** by August 5. Coordinators will set up meetings between growers and buyers based on responses to ensure a good fit.
- **Prepare talking points:** At the event, consider discussing specific challenges to production and sourcing (e.g. insurance, certifications, travel distance, volume) and brainstorming possible solutions to increase flexibility on both sides of the relationship.
- **GROWERS:** Create a display that reflects the quality of your product – attractive and informative. Bring informational resources that buyers can take with them: multiple copies of business cards, price sheets with projected availability, brochure/fact sheet, photos and product samples are great additions.
- **BUYERS:** Consider bringing price sheets, product needs lists, business cards and other resources that can help guide conversations.

\* All participants must also register for the 2017 Ag Conference: <http://www.hiagconference.org/>





**Grower-Buyer Meet-up**

Register for the conference and this event on-line: <http://www.hiagconference.org/> or complete this form and email it to Michelle Gorham: [Michelle@OahuSWCD.org](mailto:Michelle@OahuSWCD.org)

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Name of Participant:

Name of Organization:

Address:

Email Address:

Phone:

**Check All That Apply**

I/my organization is a Grower

I/my organization is a Buyer

I can pick-up or deliver product (produce, meats, etc.)

I consider my farm/operation/restaurant (check one)

Small

Medium

Large

A bit more about your organization and why you're interested. (50 words or less)

**For Growers Only**

I/my organization is GAP Certified

I/my organization has sold wholesale before

My organization is FSMA certified

Write in Other Certifications (Organic, USDA, Beef Quality Assurance, DOH, etc):

**For Buyers Only**

My organization requires GAP

(Y or N) My organization has purchased local before.