

School Nutrition Director Meeting Checklist

BEFORE

- ✓ Give the school food nutrition director survey to the representative from the school with whom you will meet
 - Try to make appointments with the school nutrition director since this person is typically responsible for making final procurement decisions
- ✓ Complete the appropriate reference materials for your farm business
 - Producer survey
 - Product availability and price form

DURING

- ✓ Bring samples of product (if available)
- ✓ Review the producer and school nutrition director surveys together
- ✓ Discuss and negotiate the important details:
 - Estimated volume of product to be delivered
 - Ordering process (including best way to contact one another)
 - Delivery schedule including time of day, frequency and location
 - Packing requirements: standard box, grade, loose pack, bulk, etc.
 - Post-harvest handling practices: is the produce pre-cooled? How clean should the product be?
 - Cost per unit, payment terms, payment process
 - Names, phone numbers and email addresses of contact people for ordering and billing
- ✓ Sell yourself!
- ✓ Invite them to the farm to see and sample products
 - Your best selling point is your farm and products

AFTER

- ✓ Follow-up with nutrition directors



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- Like you, nutrition directors are busy and it is up to you to keep the discussions going. If you follow up, you also indicate that you will follow through with product orders.

