



Family Farming



Grower Owned Processor

Top Objections to Overcome regarding Fresh-Cut Produce and Why YOUR CUSTOMERS should buy it from YOU!

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5 most common reasons NOT to buy Value-Added Produce...

- “That’s the way we’ve always done it...”
- “It’s Too Expensive...”
- “Doesn’t last as long...”
- “Funny smell. Too many chemicals...”
- “I already have staff here...I may as well use them to cut my produce...”

I am going to show you why YOUR CUSTOMERS should buy Fresh Cut Produce and why they should buy it from SYSCO





“That’s the way we have always done it...”

- **The HARDEST reason to “reason” against...Why?**
 - ✓ You must explain the benefits of Modernization/new Technology without offending your customer
- **Use and Explain terms like:**
 - ✓ “State of the Art”
 - ✓ “Portion Control”
 - ✓ “Cost Control”
- **Use examples of the Big Chain Restaurants and what they are doing**
 - ✓ Only a handful cut their own Produce
 - ✓ “If they have 1,000+ units, they must be doing something right...”



“Too Expensive...”

- The easiest reason to “reason” against...If you take your time to prepare:
- **Prepare/Present a CURRENT Value-Added Cost Analysis:**
 - ✓ Your Produce Manager has the 3 sheets to complete one and he will be emailing them out later today
 - ✓ Talk with Your Produce Manager prior to seeing your customers so you can pick an item(s) that make sense
 - ✓ No Good choosing an item in a Market TOO HIGH or TOO LOW
 - ✓ Schedule a Meeting...Don't rely on a pop-in...
 - ✓ This idea has to be “sold” and therefore you need 100% of their attention
 - ✓ Raw Produce is rarely priced low enough to beat-out Value-Added



“Doesn’t last as long....”

- Explain the importance of the Cold-Chain and what SYSCO offers that your competition doesn’t
- On the average there is a 15 day shelf life from date of production. Ask your customer if they get 15 days on what they cut
- Are you familiar with the Julian Date? Where it’s located on the bag/box? What is the big difference between Julian/Use by Dates?
- Best “reason” to have to explain benefits of Value-Added Produce...Why?
 - ✓ Perfect chance to get in their cooler
 - ✓ Receipts by the cooler door:
 - ✓ Who has the business? What are their prices?
 - ✓ Other items in the cooler, not just produce
 - ✓ Educate yourself and your customer



THE COLD CHAIN

Field

Customer

Process

Truck

Truck

SYSCO





Funny Smell...Too many Chemicals

- **ABSOLUTELY No additives or preservatives**
- **Every item is Triple Washed (Flume-Soaking or Spray Wash) in a small amount of food-grade chlorine that kills the bad germs prior to pack out**
- **Educate your Customers:**
 - ✓ Let them know that after produce is harvested it is beginning decomposition. At that point the normal course of nature includes the creation of various gases that aid decomposition.
 - ✓ The smell that people experience is just that, the naturally occurring gases from a decomposing item.
 - ✓ Much like a fine wine: if you were to allow the Value-Added item to “breathe” the odor would most likely dissipate





“I already have staff here...I may as well use them to cut my Produce.”

- **Food Safety is #1 on people's minds: Both Operators and End Users. How “SAFE” are their employees?**
- **Portion Control: \$'s to the bottom line**
- **Consistency : Different People = Different Product Cuts**
- **Very little variance in Pricing, Availability and Quality**
- **Reduced Personnel Training**
- **Re-Allocation of Staff**
- **Reduced Workers Compensation claims/costs**
 - ✓ Most packs do not exceed 20lbs
 - Ctn Iceberg: 42-49lbs
 - Ctn Romaine: 35-45lbs
 - Ctn Celery: 55-65lbs

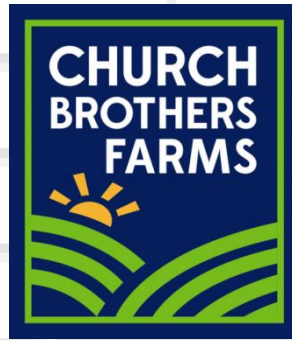




TOP BENEFITS OF FRESH CUT PRODUCE

- Convenience: Triple Washed & Ready to Eat
- 100% Useable Produce: Increased yield no guess work
- Consistent Product, Uniformity
- Year Round Supply
- Reduced injury
- Reduces necessary storage space
- Controlled food cost as you are guaranteed set # of portions
- Food Safety. HACCP facilities
- Safer & cleaner coolers
- Easier to inspect: clear bag is a window to the inside
- Better inventory management
- Reduced waste/disposal costs
- Allows for re-direction of staff
- **INCREASES REVENUE**





CONGRATULATIONS!!!

Your are now fully qualified to overcome ANY VA Produce Objection.

Now go SELL, SELL, SELL!!!

THANK YOU very much for your time.

