

Evaluating a Potential Institutional Customer (initial interview of food service director)

For assistance, contact the Mass. Farm to School Project at info@massfarmtoschool.org or 413-253-3844

Name of Institution or School District _____

Name of Food Service Director _____

Address _____

Phone _____ Fax _____

Email _____

Is your operation managed by a food service management company? Y/N If so, what is the company?

Current distributor or distributors:

Name(s) of others in your operation who are involved in ordering, menu plans, promotion, and etc.

There are many reasons why a food service operator or chef decides to use locally grown foods. What might be your main interest or reasons for offering locally grown foods?

Once an institution decides to offer meals made with locally grown foods there are many ways to approach it. Here are some ways that others have approached including local foods in meals.

Are any of these of interest to you?

- Buy all locally grown foods whenever available
- Buy only one or two local products each month
- Incorporate seasonal availability of local foods into your menu planning
- Begin by serving locally grown foods on a limited basis, such as at only one location or on one day per week
- Highlight all locally grown foods on your printed menus
- Start your local foods program during Mass. Harvest for Students Week
- Other
- Don't really know yet

In order to figure out if our farm and your food service can be mutually beneficial, it would be good to get some details about your needs. Here are some questions to help us figure that out.

of Lunches(and dinners if applicable) served per day _____

of Breakfasts served per day _____

of Cafeterias or feeding sites _____

of sites where cooking occurs _____

Summer Feeding programs? Y/N If yes, how many meals per day and how many weeks?

What would be a typical order for (products you might sell them) in mid-September?

(You're not trying to find out what they pay for individual items, just a sense of "size")

- Please express either in overall dollar amount or volume: _____
- Is that monthly or weekly? _____
- Major items:

What fruits or vegetables do you typically purchase unprocessed and prepare?

What fruits or vegetables do you purchase partially processed?

Do you currently have a salad bar, pasta bar, taco bar, etc. where raw products are used?

Are there other processed or unprocessed local products in which you would be interested, if they could be found?

How many locations do you have fresh food delivered to? How many times per week and at what times?

How do you prefer to place orders? How often do you order (specific day)?

- Telephone
- Fax
- E-mail
- Online

What are your procurement procedures and how long will it take for payment to be received?

Is there paperwork I need to do to become a vendor? Does the institution require liability insurance of its food vendors?

What promotional or marketing support might we provide to you, to help your local foods initiative be successful? When would you like to start buying local products?