



## Whidbey Island Grown Cooperative Food Hub Buyer's Guide

Whidbey Island Grown is making it easier than ever for local restaurants and businesses to connect with farmers and producers and bring local products into more businesses.

The WIGC Food Hub's wholesale program provides buyers like restaurants, caterers, food service, markets, and small shops with wholesale produce and value-added products. Ordering is available online from Friday-Tuesday, with deliveries on Fridays.

### Benefits for Buyers:







- Include local food on your menu, which customers love
- Convenient online marketplace
- Order from many local producers across the island
- Receive one fresh sheet, one delivery and one invoice, make one payment
- Support local food!

### How it works:





- Create an account on our online marketplace here:  
<https://whidbeyislandgrown.localfoodmarketplace.com/>
- Send us an email that you're signing up for Wholesale at [foodhub@whidbeyislandgrown.com](mailto:foodhub@whidbeyislandgrown.com)
  - Include your reseller permit if applicable
  - Sign up for Monday text reminders by including your phone number in the email
- Shop from many local farmers from Friday at noon - Tuesday at 9PM
- Orders are delivered on Fridays - pay with check or cash at that time
  - Delivery fee is \$15, waived for orders of \$500 or more
- Credit card payments are applied the following Monday

### The Storefront

- Producers list product by retail and wholesale **quantity**. For example, lettuce mix listed as ½ lb bag for \$5.90 is the retail price/quantity. The lettuce mix may have a drop down menu, with more quantities listed, such as '5 lb in ½ lb bags' or '3 lb loose'. Those quantities are priced at wholesale prices.

 Bunch - \$3.19	 Bunch - \$3.19
 <b>Lettuce, Spring Mix</b> <i>Organic Farm School</i>	 <b>Microgreens</b> <i>Evening Primrose</i> Tastes
1/2 Pound Bag - \$7.08 <b>1/2 Pound Bag - \$7.08</b> 1 Pound Bag - \$11.80 5 Pound Bag - \$38.35	1.5 Ounces - \$5.90
 Slightly peppery	 <b>Pac Choi</b> <i>Organic</i> 1-2lb j
Each - \$3.54	Pac Choi - \$4.72

- Another example is Britt's Pickles. The 32 oz jar is at the retail price, and the 2 and 5 gallon buckets are at the wholesale price.

16 oz jar - \$10.73	16 oz jar - \$10.73
 <b>IPO ~Initial Pickle Offering</b> <i>Britt's Fermented Foods, LLC</i> Traditional Deli Sour Pickle	
32 oz jar - \$11.80 <b>32 oz jar - \$11.80</b> 1/2 Gal Bucket - \$21.45 2 Gal Bucket - \$38.86 5 Gal Bucket - \$91.76	32 oz jar - \$11.80
 32 oz jar - \$11.80	

- You can access all products with wholesale quantities in the left search menu. Choose "Attributes" and then choose "Bulk/Wholesale Item" to search all products with wholesale quantities

search products

Shop By ▾


Narrow your choices

▾ Producers

▾ Attributes

- American Grassfed Association
- Animal Welfare Approved
- Bulk/Wholesale Item
- Certified Naturally Grown
- Fish Choice
- Gluten Free
- GMO Free
- USDA Certified Organic
- WSDA Certified Organic


Featured Products



**Berries, Strawberries**  
Bell's Farm  
Naturally Grown Strawberries

Pint - \$5.90

Vegetables



**Pac Choi**  
Organic Farm School  
1-2lb juicy pac choi

- Additionally, we'll send out a weekly fresh sheet including products available for wholesale that aren't listed on the storefront.

**Please don't purchase products at retail prices and res-sell them. If you'd like a product that has no quantity/wholesale pricing, contact Shannon and we'll work on it with the producer.**

### Marketing Assistance

WIGC also offers marketing opportunities through our place-based Whidbey Island Grown branding. We have labels, counter cards, stickers, window clings, and a recognizable and trusted logo to add to your menu, website, and social media. We hold events like Whidbey Island Grown Weekend and Eat Local Month to encourage islanders and visitors to get out and eat local. Let your customers know you use local ingredients and support local food by using our logo on your menu and as signage in your business.

We can work with your business on a plan to incorporate local products into your menu or store. There can be obstacles to buying local, and WIGC Coordinator Shannon Bly is here to help you break through any barriers that are keeping local food off your menu. There's never been more demand for local food - don't miss out on this exciting and meaningful market!

### Join our Cooperative

Join our cooperative for all the benefits of the WIGC programs. Members receive marketing materials, promotion through WIGC's media channels, and access to all WIGC events, including member mixers and industry networking events (when gathering together is allowed). Invest in the cooperative as it carries out its mission to support a viable agricultural economy, to increase the production and sales of agricultural products on Whidbey Island and to build a resilient, healthy and sustainable community. Visit [www.whidbeyislandgrown.com](http://www.whidbeyislandgrown.com) to see our current members and learn how to join.

### **Cooperation Policy**

As a Cooperative, WIGC strives to work with all stakeholders - producers, buyers, and community members - to grow the local market. Each stakeholder group brings a different set of priorities, needs, and challenges to the food system, the co-op, and the Food Hub. In addition, the wholesale Food Hub, being business-to-business sales, may bring together businesses that have pre-existing relationships or conflicts.

A buyer may choose not to do business with a producer simply by not buying from them on the Food Hub.

A Food Hub seller may also choose not to do business with a buyer, and in that case, WIGC will notify the buyer and work with them to find another source for the products they're sourcing.

### **Cancellation Policy**

It is important for buyers enrolled with the WIGC Food Hub to understand that there are no cancellations allowed once an order period closes (Tuesdays at 9PM). Our producers are harvesting specifically to fill each individual order, and if a cancellation happened after an order period closed it could result in the farm having to discard or otherwise lose sales on product set aside for your order. Because of this, buyers may be charged a cancellation fee of up to 50% of the product total. We appreciate your understanding.



## **Whidbey Island Grown Cooperative Food Hub Buyer's Commitment**

Whidbey Island Grown Cooperative (WIGC) is committed to fostering lasting relationships between local producers and their customers through trust and transparency. The sellers and members of the Whidbey Island Grown Cooperative are committed to supplying fresh, quality product that they put their name behind. Additionally, Whidbey Island Grown is committed to branding local, high quality products with its place-based brand that islanders and visitors recognize and respect.

As a buyer of locally produced product, \_\_\_\_\_ is committed to preserving the integrity of products purchased on the Food Hub and to using Whidbey Island Grown's local brand on local, high quality product.

I will preserve the quality of the local products I buy from the Food Hub and advertise as local, by taking care of the product when it's on my shelf and by removing product that no longer shows the quality it came in with (for example, wilted or rotting product).

I will use local products in all food items advertised as Whidbey Island Grown or a local producer.

I will not mix a product advertised as local with a comparable non-local product (for example, local potatoes mixed with regular potatoes from distributors or local lettuce mix supplemented with regular lettuce from distributors).

Great looking and tasting product adds value and demand to the label 'local'. Trust in the 'local' label and in my business are important to me and as a member of the Whidbey Island business community, I'll work toward a stronger, larger market for local products.

Signed,

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name & Business