



WHOLESALE READINESS

Created by Global Growers, Atlanta GA

Summary

Global Growers developed a series of resources related to providing technical assistance to farmers with previous experience in commercial agriculture. Our technical assistance process begins with the Wholesale Readiness Assessment Tool. After the tool is implemented, the service provider creates an individualized education plan (IEP) together with the farmer to map learning objectives. As we began to identify individual farmers' learning goals, we started to create one-pager information sheets on market-readiness themes. The goal of the process and approach is to be learner-centered, rather than content-driven. While content is available, it is shared based on readiness and willingness of the learner to engage based on individual objectives identified.

Who made this guide?

This teaching resource was developed by Global Growers and enhanced in collaboration with the Institute for Social and Economic Development (ISED). From 2015-2017, ISED partnered with refugee farmer training programs throughout the country to support the design of new and shareable teaching resources for culturally and linguistically diverse farmers. To access the whole list of newly developed teaching resources for refugee and immigrant farmer training programs, follow this link to the ['New American Resource Library'](#). For more in-depth explanations of the teaching approaches and activities used in these materials, you can refer to this [Teaching Handbook: Refugee Farmer Training](#).



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Audience (TA or Tot)	TA (Technical Assistance for farmers)
Language and Literacy Level	Level 4
Farmer Experience	3-5 years of commercial farming in US
Pre-Requisites	Previous sales experience of some type to have general familiarity with the marketplace
Region or Climate	Any
Program Structure	Assessment with follow-up consultations
Season	Any
Time	1.5 – 2 hours for assessment tool plus ongoing follow up as determined by IEP
Staff and Interpreters	One staff member. Interpreter would be needed for beginning English language/literacy levels.
Additional Supplies Needed	None
Background Material	None

TEACHING MATERIALS INCLUDED

1. Wholesale Readiness Assessment Tool

The image shows two pages of a 'WHOLESALE READINESS - Farmer Assessment' tool from Global Growers. The left page is the main assessment form, and the right page is a checklist of questions. Both pages include a header with the Global Growers logo and a section for 'NOTES (CURRENT AND FUTURE PRODUCTS, OVERALL FARM ORIGINS AND GOALS)'. The left page has sections for 'MARKET FIT', 'FINANCIAL READINESS', and 'LEGAL READINESS'. The right page has sections for 'PRODUCTION READINESS' and 'POST-HARVEST READINESS'. Each section contains a list of questions with checkboxes for 'YES' and 'NO'.

2. Series of one-pagers to use for ongoing technical assistance

- "Is Wholesale Worth It"
- "What do I Ask a Wholesaler"
- "What is Ag Credit"
- "What is Business Incorporation"
- "What is Wholesale"

CORE SKILLS IN THIS LESSON

- Understand requirements of wholesale marketplace
- Customer service in U.S
- Grading/sorting
- Supply/demand vocabulary
- Collective production planning
- Contracts & written agreement
- Value of Organic Certification at market
- Packaging requirement

SUGGESTED TEACHING METHODS

Reflection questions

- The readiness questionnaire uses a series of reflective questions to help farmers identify what kind of help or learning they need to be ready to sell wholesale.

Sorting, categorizing and matching

- Each topic area could be on a separate piece of paper with the word and a picture representing it. This would be a familiarity and vocabulary building activity, where each word is explained with its picture, and then farmers can somehow interact with the cards / pieces of paper to show which ones they understand and which ones they don't understand. Then, staff could hold up the pictures and words and ask farmers to name that component, all without getting into the details of it. This way when the questionnaire is done, the major components are familiar to farmers which reduces cognitive overload from trying to both understand something new and answer detailed questions all at once. They could also use these vocabulary picture cards to show you what they feel confident about, and what they need to work on to be wholesale ready, by putting cards into two groups or ranking them.
 1. Bank Account
 2. Money Recordkeeping
 3. Credit
 4. Incorporation
 5. Schedule F
 6. Liability
 7. Insurance
 8. Vegetable Recordkeeping
 9. Season Extension
 10. Crop Insurance
 11. FSMA / GAP
 12. Labor

TEACHING TIPS AND VARIATIONS

- For farmers with diverse literacy levels, the one-pagers could be useful as training-of-trainer materials. Staff could adapt this material to be accessible through discussion and picture based representation or simplified text.
- An IEP (Individual Education Plan) should be developed for each farmer based on what they want to work on more.
- The questionnaire can be adapted to any locally-specific conditions.
- More one-pagers can be developed based on need.