



Wholesale Buyers Guide

Updated June 2022

Hello, and welcome to the Co-op! Our motto is “making local easy” - by shopping the Co-op, you can streamline your local food procurement into a few simple clicks, one delivery, one invoice, and one point of contact. We are so excited to grow food and community, together.

This document contains important information on ordering, deliveries, payment, and terms of service. By buying through GFC, you acknowledge you have read and agreed to abide by all policies outlined below. Terms of Service and other policies in this document are subject to change, in which case you will be provided with an updated document with said changes.

Why should I buy local?

Your customers want local food. People are willing to pay a higher price for foods that are fresh, tasty, and are produced in a way that benefits our environment, health, and the local economy.

Local food is fresh. Our farmers harvest-to-order, meaning your items were likely picked within 24 hours of us delivering it into your walk-in. The shelf life on these products is unbeatable, which not only translates into you serving the highest quality food around, but you'll also decrease expenses from product loss. Foods from corporate distributors can be harvested at least a week (often more) before they arrive, resulting in short shelf life and lost income.

Local food is delicious. You're a chef - you know you can't beat the taste of an in-season, sun-ripened peach or heirloom tomato, the crunchy sweetness of a carrot picked after a frost, or the crisp spice of freshly harvested arugula. Your customers do notice the difference, too - we're sure of this.

Because it's the right thing to do. Climate change, labor exploitation, widespread diet-related illnesses, social inequality, the consolidation of American farmland by big-Ag corporations, animal cruelty, are all direct results of our current industrial food system. We're here to grow the ethical, local food movement with you, making the change one menu at a time.

Why buy through the Co-op, instead of from local farmers directly?

We are your local farmers - just more organized and more efficient from pooling resources and working together. Instead of receiving fresh sheets from several farms, you can see our regional, collective availability all in one place and easily compare pricing and varietal differences. Simply order all the local products you need in one click, and communicate with one central staff person to make sure all your needs are met. You receive one delivery at one time instead of many at all times. GFC will be providing lugs for our producers, which means that you won't have to keep track of dozens of farmers' totes.

Getting started & creating an account

Cheers to making buying local, easy! First, you will need to [create an account](#) with us online at gorgefarmers.com. After creating your username and password, you will see this page (blue numbers on page correspond to instructions outlined below for visual aid):

1 Please select what kind of customer you are:

<input checked="" type="radio"/> Retail: for individuals and families to easily shop from dozens of farms for Wednesday pickups
<input type="radio"/> a Commercial: I want to purchase food for my restaurant or catering company.
<input type="radio"/> b Institutional: I am a hospital, school district, food bank, or other institutional purchaser.
<input type="radio"/> Producer: I am a farmer, rancher, fisher, or value-added food producer interested in joining GFC.
<input type="radio"/> c Retailer: I want to purchase food to resell at my grocery store.
<input type="radio"/> Veggie Rx: select this option only if you are enrolled in Gorge Grown's Veggie Rx program.
<input type="radio"/> d Wholesale: I am a wholesaler.

<input type="text" value="First name (required)"/>	<input type="text" value="10 digit phone number (required)"/>
<input type="text" value="Last name (required)"/>	<input checked="" type="checkbox"/> This is a mobile phone
2 <input type="text" value="Organization name"/>	<input type="text" value="example123@gmail.com"/>
3 <input type="text" value="Address (required)"/>	<input checked="" type="checkbox"/> Send me market updates by email
<input type="text" value="City (required)"/>	<input checked="" type="checkbox"/> Send me market updates via text
<input type="text" value="State/Province (2 characters required)"/>	Please read our Privacy Policy
<input type="text" value="Postal code (max 12 digits, required)"/>	Additional information / instructions
	<input type="text" value="4"/>
	<input type="button" value="Continue >>"/>

1. Begin by selecting the appropriate buyer type for your business:

Buyer types

- A. **Commercial:** restaurants and catering companies; anyone who sells prepared foods directly to consumers.
- B. **Institutional:** schools, hospitals, and food banks.

- C. **Grocery/Retailer:** grocery stores, corner stores, and farm stands; anyone who resells whole food products direct to consumer.
- D. **Wholesale:** anyone who resells whole food products to any of the above three customer types.

If you are unsure which buyer type you fall into, please reach out. Our Manager will check that you are enrolled under the correct buyer type for your business. If you enrolled under an incorrect buyer type, we will fix it for you.

- 2. Under "Organization Name," enter the name of your business or organization (required).
- 3. Enter your desired delivery address as the main address on your account. You can enter a different address and contact information under billing information in your account setting once your account is created, if desired. Note that the billing email will receive a copy of your order confirmations and final invoices.
- 4. Please note any special delivery instructions (key code to access building, which door to use, etc. - we promise to keep this information confidential) in the "Additional Information / Instructions" box on the registration page.
- 5. The next screen (below) will ask you for your default Distribution Location. Select either "Tuesday Delivery" or "Friday Delivery." If you are located in Odell, Parkdale, Carson, Stevenson, or Cascade Locks, select "Tuesday Delivery." If you are located in Mosier, The Dalles, or Lyle, select "Friday Delivery." If you are located in Hood River, White Salmon, or Bingen, we can deliver to you on both Tuesdays and Fridays: select either day, and when you are shopping for Tuesday or Friday deliveries you will be automatically assigned to the correct distribution location.

<p>Customer Distribution Location</p> <p>5 Tuesday Delivery ▾</p>	<p>Distribution Location Information</p> <p>Address: Hood River, Odell, Parkdale, White Salmon, Bingen, Carson, Stevenson, Cascade Locks.</p> <p>Special Instructions: Deliveries to be received between ~8am - 12pm.</p>
<hr/>	
<p>6 Registration Questions</p> <p>If our farmers come up short on a harvest, we will try our best to substitute your order with items of similar variety and price. Please let us know if you would like us to do this automatically, or check in with you before making a substitution: (Required)</p> <p><input type="radio"/> Automatic substitutions</p> <p><input type="radio"/> Ask my permission</p> <hr/> <p><input type="checkbox"/> I agree to the Terms of Service</p> <p><< Go Back Register</p>	

- 6. You will be prompted to answer a question regarding substitutions: if our farmers come up short on a harvest, we will try our best to substitute your order with items of similar variety and

price. Please let us know if you would like us to do this automatically, or check in with you before making a substitution by selecting the appropriate check box.

Ordering & delivery schedule

	Sun	Mon	Tues	Weds	Thurs	Fri	Sat
To order for Tuesday deliveries: (Odell, Parkdale, Hood River, White Salmon, Bingen, Carson, Stevenson, Cascade Locks)			1. -START- Ordering opens for delivery <i>next</i> Tuesday at 12pm 	2. Ordering	3. Ordering	4. Tuesday orders due by 10am	
To order for Friday deliveries: (Hood River, Mosier, The Dalles, Lyle, White Salmon, Bingen)	3. Ordering 	4. Friday orders due by 10am				1. -START- Ordering opens for delivery <i>next</i> Friday at 12pm 	2. Ordering
			5. -END- Deliveries received 8am - 12pm for orders placed the <i>previous</i> Tues-Fri			5. -END- Deliveries received 8am - 12pm for orders placed the <i>previous</i> Fri-Mon	

Tuesday deliveries: order Tuesday at 12pm - Friday 10am for a delivery the following Tuesday. Tuesday deliveries are made to Odell, Parkdale, Hood River, White Salmon, Bingen, Carson, Stevenson, and Cascade Locks, in that order. (Stay tuned for a Portland Metro delivery option on Tuesdays!)

Friday deliveries: order Friday at 12pm - Monday 10am for a delivery the following Friday. Friday deliveries are made to Hood River, Mosier, The Dalles, Lyle, White Salmon, and Bingen, in that order.

Deliveries on Tuesdays & Fridays will be received ~8am - 12pm

On Tuesdays and Fridays when a delivery window opens, you will be emailed an order opening reminder with a PDF price sheet attached, for viewing only - orders will be placed online only.

If you are outside our current delivery area (Hood River, White Salmon, Bingen, Odell, Parkdale, Mosier, The Dalles, Lyle, Carson, Stevenson, and Cascade Locks) please inquire about our ability and cost to deliver to you: thecoop@gorgefarmers.com, or reach out to coordinate a pickup at a delivery location on our route closest to you.

Please note our delivery schedule and route are subject to change. Should that happen, you will be notified of such changes in advance.

Ordering

As stated, ordering for Tuesday deliveries begins the Tuesday prior at 12pm, and ends the Friday prior at 10am. Ordering for Friday deliveries begins the Friday prior at 12pm, and ends the Monday prior at 10am. You can make changes to and/or cancel your order anytime during the aforementioned ordering windows. Please be aware that after the order cutoff deadline, all orders are final, cannot be changed, and will be charged to your account.

You must be logged into your account to view pricing and place an order. You'll notice that our farmers offer price breaks as volume increases. To add an item to your cart, enter the quantity desired and hit the orange "+" button to the right of the product.

Once items are added to your cart, it is imperative that you CONFIRM your order. We require all customers to submit credit card or eCheck information to confirm orders. If your order is NOT confirmed, you will NOT receive any of your items. Any "unconfirmed" order will receive an email one day before the order window closes alerting you that your order is unconfirmed - note that some items in your cart may have sold out since you first started shopping. Once you confirm an order, you will receive an automated order confirmation email with your order summary. Please note this is NOT your final invoice to be paid - GFC will email your final invoice once your order is assembled on delivery day. If any items you ordered are short, GFC will update your final invoice to reflect the change and you will not be billed for items you did not receive.

To set up weekly **standing orders**, To set up **forward contracts** with our farmers, contact thecoop@gorgefarmers.com.

Please note that GFC does not hold inventory; all products are picked and packed to order and delivered to our warehouse. Since we do not store product that isn't already sold, we are unable to accommodate last minute orders at present.

Deliveries

Deliveries go out Tuesday and Friday mornings, to be received between approximately 8am - 12pm. ~~Deliveries are free for accounts that meet a \$200 order minimum, or a flat \$10 delivery charge if the order does not meet or exceed \$200.~~ Deliveries of all sizes are FREE for the month of July to celebrate our program launch - no order minimum until August 2022. Beginning in August, we will implement a \$200 free delivery minimum, with a \$10 delivery charge for orders under \$200. Tuesday deliveries are available in Hood River, White Salmon, Bingen, Odell, Parkdale, Cascade Locks, Stevenson, and Carson. Friday deliveries are available in Hood River, White Salmon, Bingen, Mosier, The Dalles, and Lyle.

GFC delivers product in GFC boxes lined with food-safe plastic where applicable to uphold the highest food safety standards. We appreciate our cardboard boxes back if you are able to save

them for us to pick up at our next delivery; we require that any orange hard plastic lugs are returned to us at the next delivery (once empty).

Any special delivery instructions that differ from the information you gave us upon registration must be included in your order notes.

Payment

We require an eCheck on file to place an order. After orders are assembled and delivered, we will email you your final invoice, and charge the total of your order to the eCheck on file in your account. A paper check payment option is made available on a case-by-case basis to customers in good standing, with pre-approval by GFC. If your business requires an alternative payment other than eCheck (e.g. paper check or credit card) please contact us to determine eligibility. Please note this option is usually only made available to institutional purchasers.

Communication

All communication will be directed through our Manager, at thecoop@gorgefarmers.com (preferred) or work phone # (541) 224-7707. Please note our Manager is in the office Monday through Fridays, 8am to 5pm. Any emails, voicemails, or text messages received outside of office hours will be promptly responded to on the next work day.

Customer service & refund policy

We are proud to offer the highest quality local foods in the Gorge, picked and packed to order. However, we know sometimes the unexpected happens- that's the nature of farming (and life)! In the off chance that your food reaches you in an unacceptable or unsatisfactory condition, or you are missing product that was not taken off your final invoice, you must let us know within two business days of delivery by sending an email, including a photo of the product in question, to thecoop@gorgefarmers.com. We do not offer refunds, but will happily credit your account for the lost goods. Credits issued will be automatically applied to your next order. Please note that customers are responsible for properly storing the product received; we will not issue credits for damages caused by improperly storing products before consumption.

Cross promotion

We want to celebrate our customers who source locally through the Co-op, and send more business your way by highlighting you on our marketing channels. Please tag [@gorgefarmercollective](https://www.instagram.com/gorgefarmercollective) as well as any of our farmers you purchase from on social media posts, and we will be sure to share widely! We will regularly create our own social media posts highlighting our commercial, institutional, grocery, and wholesale customers.

Terms of service

To sustain and expand our wholesale distributor system, GFC and all its enrolled Producers and Buyers are asked to follow certain non-compete guidelines:

- Buyers will not seek to create new business relationships with GFC Producers for sales outside GFC; Producers will not seek to create new business relationships with GFC Buyers for sales outside GFC.
- Producers and Buyers with an established history of doing business with each other prior to joining GFC may continue transactions outside of GFC, though they are encouraged to use GFC instead.
- To the extent possible, encourage the farmers you buy from to sell to you via GFC. This way you can maintain and streamline your local food procurement to the maximum extent possible.
- Violations of the above-listed guidelines could erode the value and viability of the GFC wholesale program and its enrolled Producers and Buyers. Any Producer or Buyer who knowingly violates these guidelines will face indefinite termination of enrollment in GFC's wholesale program.

Thank you for Shopping the Co-op and joining us on the journey of making local, easy. As our inaugural year of operating our wholesale distribution program, we know there will be lots to learn and improvements to make - we openly welcome any and all suggestions, comments, feedback, and questions from our buyers. Cheers to building food and community, together!