



# AGGREGATORS AND MAINLINE DISTRIBUTORS

When reaching out to aggregators/distributors, remember these key points to establish a successful connection:

## KNOW THE DIFFERENCE

**Aggregator:** a company that negotiates with producers of the food items on behalf of groups of consumers

**Mainline Distributor:** distributors that deal with vast quantities of products and are often able to provide better discounts and pricing options for those who buy in increased volumes



## DETERMINE WHAT YOU NEED

- Are local products highlighted on the order lists? If not, is it possible to do so in the near future?
- Are notations included indicating a product is sourced locally sent out regularly?
- Can specific farm names for locally grown products be provided, or is the farm of origin information included on product labels?
- Can items from specific farms be requested?

## ASK QUESTIONS ABOUT LOCAL FOODS

Ask your distributor or aggregator for a list of available local foods and a report of current local foods you purchase.

The report can show amounts purchased monthly, quarterly or annually, and include total product weights and dollar amounts.

This information helps identify menus that work best for available local foods and set goals for the amount of local foods you purchase.



## CLEAR UP EXPECTATIONS

Let the supplier know what "local" truly means in your world.

Make the call if you're all in for local goodies or if you're cool with just a pinch of local flavor.

Then spill the beans to your go-to guy!

## KEEP THE CONVERSATION GOING

Talk with your account representative on a regular basis. If you need ideas on what questions to ask, start with the ones we've supplied.



**RESOURCES:**  
GOOD FOOD FINDER  
[AZED.GOV](http://AZED.GOV)

