# Farm-to-Restaurant Sales Guide

A farm-to-restaurant sales guide for farmers selling to chefs. It lists steps for finding restaurants, pitching products, delivering reliably, and keeping accounts happy. Use it from first contact through repeat orders.

Farm / unit: _____ Date: _____ By: _____

1. Research restaurants near your farm
2. Learn each chef's menu style
3. Prepare a product list and samples
4. Book a visit during slow hours
5. Share availability and price clearly
6. Agree on ordering and delivery days
7. Deliver on time and as promised
8. Invoice clearly and follow up
9. Ask for feedback and adjust

**YOUR NOTES**

**TIP** Visit restaurants between lunch and dinner service when chefs have time to talk and taste.



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