



# PROPOSAL KIT SAMPLE

## Organic Farming Product Sales Sample Proposal

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March 28, 20xx

James and Natalie Crayson  
Owners  
Starcreek Restaurants, LLC  
1345 Overlake Drive  
Suite 209  
Shane, OR 97000

Dear Mr. and Ms. Crayson,

We love the Starcreek Restaurant in Eco, Oregon, and we've visited two of the other four in Jensen county, too. The homey atmosphere and emphasis on healthy foods in your restaurants fits perfectly into our community values in this region.

However, we noticed that you buy products from as far away as California. Perhaps you've never realized that our 100% organic, family-owned VidaBuena Farm can supply many of your meat and produce needs, and we're only a few miles away, just across the county border.

The partnership of VidaBuena Farm and Starcreek Restaurants seems to us like a natural pairing. We're sure that after reading this proposal, you'll agree.

Please call to schedule a face-to-face meeting to discuss more details and set up a relationship that will benefit Starcreek Restaurants, VidaBuena Farm, and all your customers. We can't wait to meet you in person.

Sincerely,

Devon Ramos  
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March 28, 20xx



# Proposal

## Supplying Organic Products to Starcreek Restaurants


Prepared for: James and Natalie Crayson  
Owners

Prepared by: Devon Ramos  
Product Sales



## Description

The 100% organic meat and produce available from VidaBuena Farm, LLC would be a great pairing with the Starcreek Restaurant. We can decrease your food costs while also increasing the quality of food presented to your customers.

 [www.VidaBuenaFarm.com](http://www.VidaBuenaFarm.com)



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# Opportunities

The Starcreek Restaurants chain has a number of opportunities to benefit from purchasing products and forming a relationship with VidaBuena Farm.

We're neighbors! Like you, we take pride in our community and in promoting local businesses.

We know that right now Starcreek has produce shipped in from as far away as central California. But you should know that most of the items you currently use are available from VidaBuena Farm, can be supplied more cheaply, and will arrive in the freshest condition possible. The "Buy Local" trend is big with the patrons of your restaurants, and so is the attraction of organic foods. We meet both those criteria, and you would benefit from cashing in on that.

☞ **Your customers value healthy food, and we are a 100% organic farm.**

See Certifications and Awards and Achievements for more information about what that means.

☞ **Your customers value buying local, and we are a local, family-owned business.**

You won't find a more wholesome, community-minded company than VidaBuena Farm. Our reputation will help promote your restaurants. It's a natural relationship. The money you spend with us stays in our community. See the Community page for more information.

☞ **Your customers value protecting the environment, and we can help you reduce your carbon imprint.**

By buying locally, not only do you save money in transportation costs and guarantee fresher produce, but you'll be helping to protect the environment. See the Stewardship page to learn about how we care for our land and our animals. We are committed to running a sustainable business.

## Summary

We believe that all of the points cited above are marketing themes that your customers will appreciate. Contracting with VidaBuena Farm for your produce needs is a win-win proposition.





# Products

VidaBuena Farms is proud to offer StarCreek Restaurants the following products:



## Organic beef

Our herd of Angus/Hereford cross-breed cattle is grass-fed, thriving in our own organic pastures. Our animals have pleasant, cruelty-free lives. We can provide all cuts of naturally lean, antibiotic-free beef. We contract with Ranklen Brothers and Stein Packing (kosher butchery) for processing services.



## Organic pork

Our piggery includes spotless birthing sheds and large clean outdoor pens where our hogs and pigs have room to wander and interact naturally. Hogs raised in this fashion are healthier and have stress-free lives, and are naturally leaner. We can provide all cuts of fresh antibiotic-free pork. We contract with Smith Valley Smokehouse to produce healthy hams and bacon.



## Organic poultry and eggs

VidaBuena Farm raises large flocks of chickens, turkeys, and ducks. All these birds are allowed to wander freely in large pens, leading healthy lives in open-air environments, and feeding on organic grains, proteins, and greens. As well as providing all cuts of fresh free-range, antibiotic-free poultry, we regularly package and supply fresh chicken eggs to our many customers. We can also supply turkey and duck eggs on request. If desired, we can add quail and pheasant to our poultry stock.



## Garden fresh produce

In season, we can supply the following fresh produce to your restaurants: butter lettuce, romaine lettuce, arugula, spinach, kale, chard, dill, peppers, tomatoes, corn, tomatillos, artichokes, green beans, string beans, butter beans, scallions, green onions, garlic, zucchini, acorn squash, butternut squash, spaghetti squash, pumpkin, strawberries, blueberries, raspberries, marionberries, peaches, plums, pluots, and apricots. We can also supply fresh flowers in the summer if desired.

## Summary

We frequently add new varieties to our list of produce, so this list may change from year to year. We can grow crops on demand as well, so if you do not see an item on our list that you'd like to have, just ask.





# Delivery Details

Both VidaBuena Farm and Starcreek Restaurants place a high value on the freshness of produce. So you'll be happy to know that we can provide delivery service directly to your restaurants.

## The VidaBuena Delivery Fleet

We have two refrigerated trucks and several non-refrigerated vehicles that we use to deliver orders to our local customers. Our drivers normally pack the trucks early on Monday and Friday mornings and make all deliveries in the afternoon of the same day. Special deliveries on other days can also be arranged or may be picked up at local farmers markets on Saturdays.

## The Order Process

Orders for produce should be placed a minimum of 48 hours before delivery. Orders for beef, pork, or poultry products should be placed one week before delivery. At times, we can accommodate last-minute orders if products are already harvested and sorted, so feel free to call if you have an urgent need for something. However, we cannot guarantee availability, because we typically harvest only crops that are ripe and on order at the time.

## Benefits of Our Service

The biggest benefit of our service is farm-to-table freshness! Although we can freeze meat products if you desire, we typically deliver fresh beef, pork, and poultry products in our refrigerated trucks so you can advertise that your meals contain ingredients that have "never been frozen."

## Costs

The cost of delivery varies by the amount of produce ordered, and should you want a special delivery on days other than Monday or Friday, we must charge extra for that. If you typically order a variety of products on our regular delivery days, we think you'll be pleasantly surprised at how inexpensive our delivery service is.

Call us for details. We are confident in our ability to work out an arrangement that will suit every budget and meet every establishment's needs.





# Seasonal

We take great pride in picking crops only when they are ripe and ready for harvest. Farming has its seasons, and not all products are available at all times of year. Although our seasons fluctuate somewhat each year due to variable weather conditions, the following list indicates the usual times of year our products are available.

## **Salad Greens**

We offer a wide variety of salad greens, lettuces, kale, and spinach, and our climate typically allows us to harvest them from April through November.

## **Peppers, tomatoes, corn, tomatillos, green beans, string beans, butter beans, scallions, green onions, garlic, zucchini, strawberries, blueberries, raspberries, marionberries**

Our harvest of these crops typically begins in June and continues through August, with the greatest abundance occurring from mid-July to late August, with the exception of strawberries, which typically achieve maximum yield during the month of June. We often have some beans, corn, tomatoes and peppers coming ripe during the month of September as well. Ripeness and yields are weather-dependent, of course. That's the nature of farming!

## **Acorn squash, butternut squash, spaghetti squash, pumpkin**

Depending on size of fruit, these squashes typically ripen between July 1 and October 31.

## **Peaches, plums, pluots, and apricots**

Our typical harvest season for these warm-weather fruits is from late July through the end of September.

## **Fresh cut flowers**

From May through October, we can supply a variety of fresh flowers for your restaurant tables.

## **Beef, pork, and poultry**

We can supply fresh organic beef, pork, and poultry all year round.

## **Summary**

As you can see by the list above, we can supply farm-fresh organic foods for your customers' enjoyment throughout most months of the year. Prices vary depending on abundance and local market conditions. Contact us for current prices.





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