



Small Business Advancement National Center  
University of Central Arkansas

# Electronic Produce Supplier Notebook

*Prepared for*  
Winrock International

*By the*  
Small Business Advancement  
National Center

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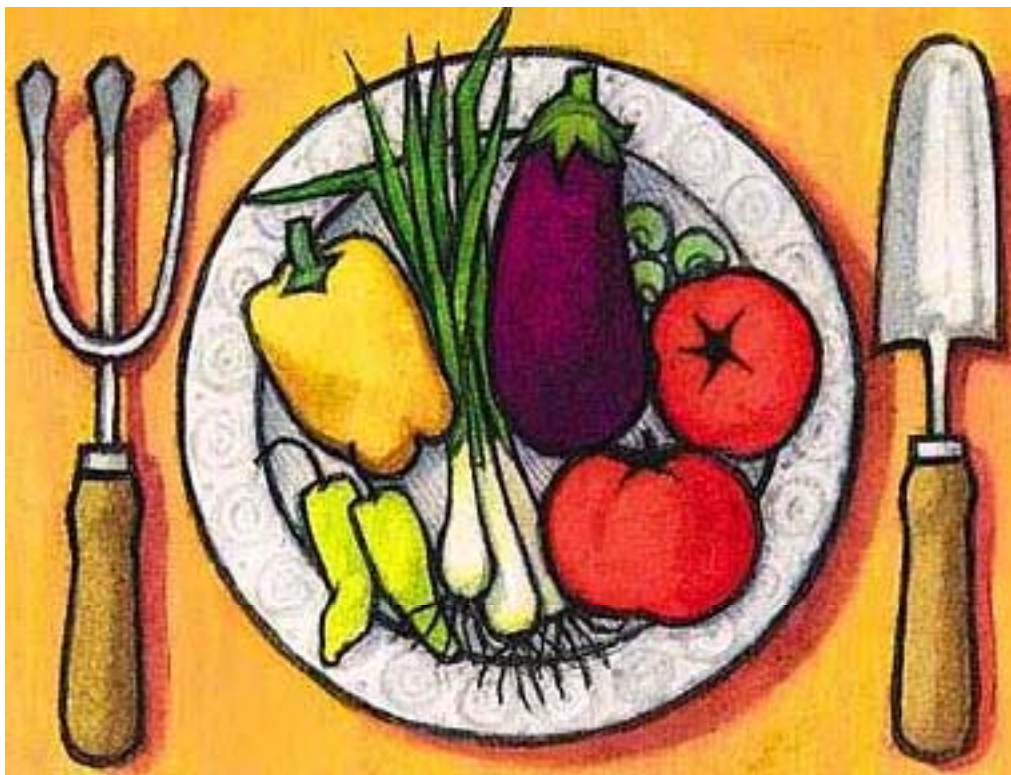
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## About This Notebook

This Electronic Produce Supplier Notebook (EPSN) is designed to provide small produce farmers an introductory guide to the processes involved in initiating produce supplier negotiations with major buyers in the industry. Twenty-six entities are highlighted in this Notebook. This Notebook also provides other information important to small farmers interested in finding produce buyers, such as Online services for finding buyers and industry and marketing information.





## **Affiliated Foods SW**

Affiliated Foods Southwest is one of the largest wholesale food cooperatives in the Southwestern United States. The Affiliated Foods Southwest customer base includes hundreds of independent grocers throughout Arkansas, Louisiana, Mississippi, Oklahoma, Tennessee, and Texas.

To supply produce to Affiliated Foods SW, you must meet Bluebook Trading Firms Quality Standards, be a reputable shipper, have quality products, deliver on time, and have proof of insurance and liability.

To initiate produce supplier negotiations, contact Randy Hartsell, Produce Director, at 501-455-6587 or [rhartsell@afslr.com](mailto:rhartsell@afslr.com)

Clint Caldwell, Director of Perishables  
[ccaldwell@afslr.com](mailto:ccaldwell@afslr.com)  
501-455-3590  
12103 I-30  
PO Box 3627  
Little Rock, AR 72209

Tom Pittman, Director of Buying  
[tpittman@afslr.com](mailto:tpittman@afslr.com)

Gary Bales, Director of Merchandising  
[gbales@afslr.com](mailto:gbales@afslr.com)

Steve Wheatley, Director of Special Projects  
[swheatley@afslr.com](mailto:swheatley@afslr.com)

Randy Arceneaux, Director of LA Division  
[raceneaux@afslr.com](mailto:raceneaux@afslr.com)



## Albertsons

Albertsons is the second largest food-drug retailer in the nation and operates under the additional banners of Jewel-Osco, Acme Markets, Sav-on, and Osco Drug. Albertsons has over 2,300 retail store locations.

Go to the Albertsons Online Supplier Portal <https://supplier.albertsons.com/B2BPortal/> and fill out the New Supplier Application.

Contact the Produce Merchandising Department to get signed up to use all of the features of the Albertsons Online Supplier Portal [producemerchandising@albertsons.com](mailto:producemerchandising@albertsons.com)

Your product information must be submitted in writing on business letterhead stationary and include:

- Detailed description of the product and its uses
- Suggested retail and cost information
- List of other companies who sell the product
- Any promotion and marketing specifics
- Authorized contacts
- Business history
- Brochure (if available)

How To Address These Requests:

The package should be addressed to the appropriate department, such as Grocery, Produce, and Meat

Food Division: (Albertsons, Acme, and Jewel)  
Attention: "Specify Appropriate Department"  
Albertsons  
250 Parkcenter Boulevard  
Boise, ID 83706



## **ALDI**

ALDI is a leader in the international grocery retailing industry with more than 5,000 stores. ALDI has operations in Europe, the United States, and Australia. In the United States, ALDI operates over 700 stores in 26 states.

For more details on the benefits and potential opportunities that a long-term partnership with ALDI has to offer, forward your company information to:

ALDI Corporate Purchasing  
1200 N. Kirk Road  
Batavia, IL 60510

The main contact information for ALDI is:

Eckenbergstrasse 16, Postfach 13 01 110  
45307 Essen, Germany  
Phone: +49-201-85-93-0  
Fax: +49-201-85-93-31-9  
<http://www.aldi.com>



## **Alliant Foodservice Inc.**

Alliant Foodservice, Inc. (Alliant Exchange) has 46 distribution centers across the United States and serves about 200,000 customers including independent and multi-unit restaurants, hotels, contract management operations, and hospitals. Alliant is the nation's largest foodservice distributor to the acute-care hospital industry.

The main contact information for Alliant Foodservice is:

One Parkway North  
Deerfield, IL 60015  
phone 847-405-8500  
fax 847-405-8934  
<http://www.alliantexchange.com>

Alliant Foodservice Inc  
800 Fiber Optic Drive, North Little Rock, AR 72117  
(501) 235-4300



## **Aramark**

Aramark Corporation is the third-largest foodservice provider in the world. Clients include business, educational, healthcare, and governmental institutions and sports, entertainment, and recreational facilities. Aramark serves millions of clients and customers in 18 countries around the world.

To initiate produce supplier negotiations with Aramark, contact Chris Shilling, Regional Distribution Manager for the Southwest Area at 215-238-8117.

ARAMARK Tower, 1101 Market St.

Philadelphia, PA 19107-2988

Phone: 215-238-3000

Fax: 215-238-3333

Toll Free: 800-272-6275

<http://www.aramark.com>

[hill-ted@aramark.com](mailto:hill-ted@aramark.com)



## **Arkansas Schools**

Each Arkansas public school district has a corresponding food service director who handles supplier relationships. For example, the Food Service Director for Hamburg School District is Emmie Kinnaird. Produce suppliers contact her and give verbal quotes for products. Suppliers must also meet quality standards. Hamburg School District currently deals with Louisiana produce suppliers.

To initiate produce supplier negotiations with the Hamburg School District, contact Emmie Kinnaird at 870-853-9875 or [kinnaird@hhs.k12.ar.us](mailto:kinnaird@hhs.k12.ar.us)

To view the Arkansas Public School Directory, visit <http://www.as-is.org/directory/index.php>

# Arkansas Universities



Arkansas Universities usually outsource dining services to either Aramark or Sodexo. Relevant information for each of these companies is included in this Electronic Produce Supplier Notebook (see Contents).

To following is a list of Arkansas Universities and Colleges:

Arkansas Baptist College, Little Rock

<http://www.arbaptcol.edu/>

Arkansas State University, Beebe

<http://www.asub.arknet.edu>

Arkansas State University, Jonesboro

<http://www.astate.edu>

Arkansas State University, Mountain Home

<http://www.asumh.edu>

Arkansas State University, Newport

<http://www.asun.arknet.edu>

Arkansas Tech University, Russellville

<http://www.atu.edu>

Arkansas Valley Technical Institute, Ozark

<http://www.avti.tec.ar.us>

Black River Technical College, Pocahontas

<http://www.blackrivertech.org>

Central Baptist College, Conway

<http://www.cbc.edu>

Cossatot Technical College, DeQueen

<http://www.cossatot.ctc.tec.ar.us>

Cotton Boll Technical Institute, Burdette and Paragould

<http://www.cottonboll.org>

Crowley's Ridge College, Paragould

<http://www.crc.paragould.ar.us>

East Arkansas Community College, Forrest City

<http://www.eacc.cc.ar.us>

Foothills Technical Institute, Searcy

<http://www.foothills.tec.ar.us>

Forest Echoes Technical Institute, Crossett

<http://www.feti.tec.ar.us>

Garland County Community College, Hot Springs  
<http://www.gccc.cc.ar.us>

Great Rivers Technical Institute, McGhee  
<http://www.grti.tec.ar.us>

Harding University, Searcy  
<http://www.harding.edu>

Henderson State University, Arkadelphia  
<http://www.hsu.edu>

Hendrix College, Conway  
<http://www.hendrix.edu>

John Brown University, Siloam Springs  
<http://www.jbu.edu>

Lyon College, Batesville  
<http://www.lyon.edu>

Mid-South Community College, West Memphis  
<http://www.mscc.cc.ar.us>

Mississippi County Community College, Blytheville  
<http://www.mccc.cc.ar.us>

North Arkansas College, Harrison  
<http://pioneer.nactc.cc.ar.us>

Northwest Arkansas Community College, Bentonville / Rogers  
<http://www.nwacc.net>

Northwest Technical Institute, Springdale  
<http://www.nti.tec.ar.us>

Ouachita Baptist University, Arkadelphia  
<http://www.obu.edu>

Ouachita Technical College, Malvern  
<http://www.otc.tec.ar.us>

Ozarka College, Melbourne / Mountain View  
<http://www.ozarka.tec.ar.us>

Petit Jean College, Morrilton  
<http://www.pjc.tec.ar.us>

Philander Smith College, Little Rock  
<http://www.philander.edu>

Phillips Community College, Dewitt  
<http://www.pccua.cc.ar.us>

Pulaski Technical College, North Little Rock  
<http://kingbdc.pulaskitech.edu>

Rich Mountain Community College, Mena  
<http://www.rmcc.edu>

Southern Arkansas University, Magnolia  
<http://www.saumag.edu>

Southern Arkansas University Tech, Camden  
<http://www.sautech.edu>

University of Arkansas, Fayetteville  
<http://www.uark.edu>

University of Arkansas Fort Smith  
<http://www.uafortsmith.edu>

University of Arkansas, Little Rock  
<http://www.ualr.edu>

University of Arkansas, Monticello  
<http://www.uamont.edu>

University of Arkansas, Pine Bluff  
<http://www.uapb.edu>

University of Arkansas for Medical Sciences - College of Medicine, Little Rock  
<http://www.uams.edu>

University of Arkansas for Medical Sciences - College of Nursing, Little Rock  
<http://nursing.uams.edu/>

University of Arkansas for Medical Sciences - College of Pharmacy, Little Rock  
<http://www.uams.edu/cop>

University of Arkansas for Medical Sciences - College of Public Health, Little Rock  
<http://www.uams.edu/coph>

University of Arkansas for Medical Sciences - Graduate School, Little Rock  
<http://www.uams.edu>

University of Arkansas for Medical Sciences - College of Health Related Professions, Little Rock  
<http://www.uams.edu/chrp>

University of Central Arkansas, Conway  
<http://www.uca.edu>

University of the Ozarks, Clarksville  
<http://www.ozarks.edu>

University of Arkansas Community College , Batesville  
<http://www.uaccb.cc.ar.us>

University of Arkansas Community College, Hope  
<http://www.uacch.edu>

University of Arkansas Community College, Morrilton  
<http://www.uaccm.edu>



## Brookshire Brothers

Brookshire Brothers supermarket chain has about 70 locations from Louisiana to Central Texas. The company operates under the banners of Brookshire Brothers, B&B Foods, Budget Chopper, and Celebration Foods.

Brookshire Brothers, Ltd. requests that you initiate the produce supplier process through the Electronic Blue Book (EBB) located Online at [http://www.bluebookprco.com/about/about\\_electronic.asp](http://www.bluebookprco.com/about/about_electronic.asp) There is an annual fee for the utilization of this service, however, ranging from \$595 to \$795. Click on the link above for more information on the EBB.

The main contact information for Brookshire Brothers is:

1201 Ellen Trout Dr.

Lufkin, TX 75904

Phone: 936-634-8155

Fax: 936-633-4611

<http://www.brookshirebrothers.com>



## **Brookshire Grocery Company**

Brookshire Grocery Company operates 154 stores under the banners of Brookshire's, Super 1 Foods, and Olé Foods in Texas, Arkansas, Louisiana, and Mississippi. The company also owns two distribution centers, a dairy, a fleet of nearly 350 trucks, and SouthWest Foods, its private label-manufacturing unit.

To initiate the process of supplying produce to the Brookshire Grocery Company call:

Jeff Crawford, Producer Buyer at 903-534-2102

Or

David Dupree, VP of Produce at 903-534-3260.

The main contact information for the Brookshire Grocery Company is:

1600 W. South West Loop 323

Tyler, TX 75701

Phone: 903-534-3000

Fax: 903-534-2206

<http://www.brookshires.com>

## Casinos

Most casinos offer a wide range of dining experiences to their patrons. Ameristar Casinos, for example, offers various dining services at all of its seven locations. Ameristar requests that you contact each of its properties directly to initiate produce supplier negotiations.

The main contact information for Ameristar Casinos is:



Ameristar Casinos, Inc.  
Corporate Office  
3773 Howard Hughes Pkwy., Ste. 490 South  
Las Vegas, NV 89109  
Phone: 702-567-7000  
Fax: 702-369-8860  
<http://www.ameristarcasinos.com>

Contact information for specific Ameristar properties is as follows:

Ameristar St. Charles:  
1260 South Main Street  
St. Charles, MO 63301-0720  
800-325-7777 or 636-949-7777

Ameristar Kansas City:  
3200 North Ameristar Drive  
Kansas City, MO 64161  
800-499-4961 or 816-414-7000

Ameristar Council Bluffs:  
2200 River Road  
Council Bluffs, IA 51501  
712-328-8888 or 877-462-7827

Mountain High Casino:  
111 Richman Street  
Black Hawk, CO 80422  
720-946-6673

Ameristar Vicksburg:  
4116 Washington Street  
Vicksburg, MS 39180  
800-700-7770 or 601-638-1000

Cactus Petes Resort:  
PO Box 508  
1385 Highway 93  
Jackpot, NV 89825  
800-821-1103 or 775-775-2321

Horseshu Hotel & Casino:  
Highway 93 at the Idaho border  
Jackpot, NV 89825  
800-432-0051 or 775-775-7777

## Great Atlantic & Pacific Tea Company

The Great Atlantic & Pacific Tea Company, Inc. oversees nearly 700 supermarkets in 10 states, the District of Columbia and Ontario, Canada. The company operates 23 stores under the Save-A-Center Food Market & Pharmacy banner in Louisiana, and four stores under the same banner in Mississippi. The Great Atlantic & Pacific Tea Company (A&P) prefers to do business electronically with its suppliers using Electronic Data Interchange (EDI). This requires that you subscribe to UCCnet, a not-for-profit, global standards-based subsidiary of the Uniform Code Council (UCC). UCCnet provides a common means to exchange and synchronize data, lowering the cost of doing business across the supply chain. According to the A&P Website, here's how it works:

1. You enter your product data and company information into UCCnet's GLOBALregistry.
2. The accuracy of the data is validated and your product is registered.
3. You identify where you want the data sent - to which of your UCCnet-member retailers.
4. UCCnet's SYNCengine sends the data to the retailers you have identified.
5. Your retailers respond back to you through UCCnet's SYNCengine, thus ensuring that you and your retailers have exactly the same data on file. The data is synchronized.
6. New items and item changes are also processed electronically through this central location.

To learn more about how your company can benefit by utilizing the services of UCCnet, click on <http://knowledgebase.uccnet.org/aptea> The Company's Supplier Manual can be viewed at [http://www.aptea.com/images/supplier\\_manual.pdf](http://www.aptea.com/images/supplier_manual.pdf) And, specific forms and EDI contact information can be found at <http://www.aptea.com/edinfous.asp>

The main contact information for the Great Atlantic & Pacific Tea Company is:

2 Paragon Dr.

Montvale, NJ 07645

Phone: 201-573-9700

Fax: 201-571-8719

<http://www.aptea.com>



## Harps Food Stores

Harps Food Stores, Inc. operates nearly 50 grocery stores, mostly in Arkansas but also in Missouri and Ohio. Its stores operate under the Harp's Food Stores and Price Cutter Food Warehouse banners.

To initiate produce supplier negotiations with Harps Food Stores, contact Sharon Macquire at 479-751-7601.

The main contact information for Harps Food Stores is:

918 Gutensohn Rd.  
Springdale, AR 72762-5165  
Phone: 479-751-7601  
Fax: 479-751-3625

Information for Harps Food Stores online can be found at the following:

<http://www.nwahotspots.com/harps/>

[http://www.hoovers.com/harp's-food-stores/--ID\\_110639--/free-co-factsheet.xhtml](http://www.hoovers.com/harp's-food-stores/--ID_110639--/free-co-factsheet.xhtml)



## Harvest Foods

Harvest Foods has 27 locations in Arkansas, one in Texas, and one in Oklahoma.

To initiate produce supplier negotiations with Harvest Foods, contact Gary Fortson, Produce Merchandiser at 501-570-0007

You can view the Harvest Foods Website at <http://www.harvestfoods.com/> and email general comments to [ewhitfield@afslr.com](mailto:ewhitfield@afslr.com)



## **IGA**

IGA grocers are independent. IGA, Inc. has more than 4,000 stores, including members in nearly all 50 states and about 45 other countries.

IGA stores buy produce from distribution centers. To take advantage of IGA's 4,000 plus locations, it is advisable to determine from which distribution centers they purchase, and initiate produce supplier negotiations with them. Affiliated Foods and SYSCO are examples of food distributors.

The main contact information for IGA, Inc. is:

8725 W. Higgins Rd.  
Chicago, IL 60631-2773  
Phone: 773-693-4520  
Fax: 773-693-4532  
<http://www.igainc.com>



## Kroger

The Kroger Company operates more than 3,750 stores coast-to-coast under some two dozen banners (including about 2,530 supermarkets in 32 states). Its Dillion Companies subsidiary operates 100 grocery stores under some 10 different banners, and it also runs nearly 800 convenience stores under names such as Quik Stop and Kwik Shop. Kroger's Fred Meyer Stores subsidiary operates more than 125 supercenters, which offer groceries in the western United States.

1. Go to the [Kroger Supplier Website](#).
2. Complete the Supplier [Diversity Program registration form](#)
3. Review the supplier questionnaire, which can be found by clicking on the link "[Answering Key Questions](#)," and be prepared to answer these questions.
4. Contact Kroger's Supplier Diversity Manager, who can answer initial questions and refer prospective suppliers to appropriate buyers within our organization.

Ms. Denise Thomas  
Supplier Diversity Coordinator, The Kroger Co.  
1014 Vine Street  
Cincinnati, OH 45202-1100

5. Follow up with key contacts provided. Each buyer is responsible for the final decision on whether to purchase a product.

Kroger's Supplier Website:

[http://www.kroger.com/supplierdiversity\\_doingbusiness.htm](http://www.kroger.com/supplierdiversity_doingbusiness.htm)



## **New Deal Supermarkets**

New Deal Supermarkets operate in eight locations in the Jackson, Mississippi area. To initiate produce supplier negotiations with New Deal Supermarkets, contact owners Greg Price and Kenneth Leaks at 601-355-4645.

New Deal Supermarkets:  
Mill Street Service Center  
102 West Monument  
Jackson, MS 39202  
<http://www.newdealsupermarket.com/>



## Piggly Wiggly

There are more than 600 Piggly Wiggly stores in 16 states. Piggly Wiggly stores are independently owned and operated, and are located primarily throughout the southeast and as far north as Wisconsin. Piggly Wiggly Company is an affiliate of C&S Wholesale Grocers, Inc. Due to the fact that all Piggly Wiggly stores are independently owned and operated, you would need to contact each store directly for product consideration.

General comments can be directed to [MrPig@pigglywiggly.com](mailto:MrPig@pigglywiggly.com)

The main Piggly Wiggly Website can be viewed at  
<http://www.pigglywiggly.com/cgi-bin/home>

Some Piggly Wiggly stores are managed by the following companies:

Food Giant Supermarkets, Inc.  
120 Industrial Dr.  
Sikeston, MO 63801-5216  
Phone: 573-471-3500  
Fax: 573-472-3135

Houchens Industries Inc.  
900 Church St. Bowling Green, KY 42101  
Phone: 270-843-3252  
Fax: 270-780-2877

Fresh Brands, Inc.  
2215 Union Ave.  
Shevoygan, WI 53081  
Phone: 920-457-4433  
Fax: 920-457-6295  
<http://www.fresh-brands.com>



## **Save-A-Lot**

Save-A-Lot Food Stores is a discount grocery chain that operates more than 1,200 stores in 38 states. About three quarters of the stores are licensed; the remainder are company owned and operated. Save-A-Lot is a subsidiary of grocery wholesaler Supervalu.

To initiate produce supplier negotiations with Save-A-Lot, contact Cheryl Bailey, Produce Department Clerk at 314-592-9100.

The main contact information for Save-A-Lot is:

100 Corporate Office Dr.  
St. Louis, MO 63045  
Phone: 314-592-9100  
Fax: 314-592-9619  
<http://www.save-a-lot.com/>



## **Sodexo**

Sodexo, Inc. is one of the largest contract food service operators in North America. The company serves about 6,000 clients in the United States and Canada.

Sodexo is extremely hesitant to consider produce supplier requests- liability and food borne illness are major issues- even with the best of intentions - produce is especially a concern - insurance requirements and inspection processes are very stringent. First, Sodexo needs a density of accounts to consider a contract- (e.g. - volume\$\$) - Sodexo has several existing contracts in place now that currently covers its needs- When those come up for review Sodexo can contact you to see if you have an interest and the capacity to bid. The person to contact is:

Charles Speller  
Sodexo Supply Management - Zone 5  
2803 Slater Road, Suite 112  
Morrisville, NC 27560  
919-468-4312 x231  
919-468-1970 fax

Jim Colwell  
Regional Purchasing Director  
985-639-0133

The main contact information for Sodexo is:

9801 Washington Blvd.  
Gaithersburg, MD 20878  
Phone: 301-987-4500  
Fax: 301-987-4438  
<http://www.sodexhousa.com>



## SUPERVALU

SUPERVALU is one of the nation's largest food wholesalers. The company supplies about 2,300 retail grocery stores in 48 states. SUPERVALU is a major retailer as well, with about 1,550 stores in nearly 40 states, operating under such banners as Shoppers Food Warehouse, Cub Foods, Shop 'n Save, bigg's, Save-A-Lot, Farm Fresh, Scott's Foods, and Hornbacher's.

To initiate produce supplier negotiations with SUPERVALU, contact Carrie Conrad at 952-294-7457.

The main contact information for SUPERVALU is:

11840 Valley View Rd.  
Eden Prairie, MN 55344  
Phone: 952-828-4000  
Fax: 952-828-8998  
<http://www.supervalu.com>



## **SYSCO Corporation**

SYSCO is the largest foodservice distributor in North America. The company provides products to more than 400,000 restaurants, schools, hotels, health care institutions, and other foodservice customers. The company has a network of more than 165 facilities throughout the United States and Canada.

To initiate produce supplier negotiations with SYSCO, contact Carl Shaug at 831-771-5000.

The main contact information for SYSCO is:

1390 Enclave Pkwy.  
Houston, TX 77077-2099  
Phone: 281-584-1390  
Fax: 281-584-2721  
<http://www.sysco.com/>



## **U.S. Foodservice**

U.S. Foodservice, Inc. is the #2 food service distribution in United States (behind SYSCO) and serves more than 250,000 customers, including restaurants, hotels, schools, and other institutions. U.S. Foodservice is owned by Royal Ahold, the world's largest food distributor.

To initiate produce supplier negotiations with U.S. Foodservice, contact Kevin Delavan, Director of Produce, at 704-894-9577.

The main contact information for U.S. Foodservice is:

9755 Patuxent Woods Dr.

Columbia, MD 21046

Phone: 410-312-7100

Fax: 410-312-7591

<http://www.usfoodservice.com>



## Wal-Mart

Wal-Mart Stores, Inc. is the world's #1 retailer, with more than 5,200 stores, including some 1,350 discount stores, nearly 2,000 combination discount and grocery stores (Wal-Mart Supercenters in the U.S. and ASDA in the U.K.), and 550 warehouse stores (SAM'S CLUB). The company also owns 37% of the Japanese supermarket chain SEIYU. Wal-Mart also has operations in Canada, Mexico, Asia, Europe, and South America.

### TO SUPPLY TO YOUR LOCAL WAL-MART:

1. Contact the Store Manager/Food Merchandiser.
2. The Store Manager/Food Merchandiser will review your product.
3. If your product is accepted, you will fill out a Local Supplier Questionnaire, which will be obtained from the Store Manager/Food Merchandiser.
4. You will obtain a Supplier Evaluation Report (SER) from Dun & Bradstreet by calling **(800) 333-0505**; it will cost you about **\$75**.
5. The Store Manager/Food Merchandiser will submit the Questionnaire along with your Dun & Bradstreet number and SER, UCC Membership number, and Certificate of Liability Insurance to the Wal-Mart Home Office.
6. Wait for further correspondence.

### TO SUPPLY TO WAL-MART MORE BROADLY:

1. Obtain a Supplier Evaluation Report with [Dun & Bradstreet \(D & B\)](#).

A D&B Supplier Evaluation Report (SER) is a financial report that is given by "Dun & Bradstreet" to the requesting supplier company showing their Risk Rating of 1-9 and other information concerning the requesting company. Contact D&B **800.234.3867** to give information for this report (SER) to be established before filling out the questionnaire. D&B will ask questions and a fee will be charged by D&B to establish this report (SER). When filling out the

On-line questionnaire for WM or Sam's, the screen will request your credit card number, which will enable you to purchase the Supplier Evaluation Report for \$75. The SER will attach to the questionnaire for submission to Wal-Mart/Sam's Club. If this report is not available/or does not attach -the questionnaire will not process.

2. Complete the [Online Supplier Questionnaire](#).

Access the questionnaire through the website <http://www.walmartstores.com/> - click on the "Become a Supplier" tab at the top of the webpage- Click on "Fill out the Supplier Proposal Questionnaire." Choose Wal-Mart or Sam's Questionnaire fill out, purchase the D&B SER and submit. Once the questionnaire is submitted the Supplier cannot view anything until the buyer either rejects the questionnaire and/or initiates the supplier agreement. The Supplier will know the questionnaire has been received by Supplier Development IF the supplier receives an e-mail from RL (Retail Link) within 24 hours or less of submission. This e-mail gives the supplier their userid and password for access to retail link if the supplier agreement is granted/initiated. Once the questionnaire is reviewed by the Buyer- the Supplier will receive an e-mail message either rejecting or initiating the supplier agreement. A copy of your Certificate of Liability Insurance will be requested once your company has been accepted by the buyer (a fax number will be provided when the insurance certificate is required). Please do not make changes or purchase insurance until requested by Wal-Mart Stores, Inc. An Accord Liability form is preferred.

1. Send copy of your [Uniform Code Council \(UPC\)](#) letter identifying your company's bar code labeling and a sample of your Product with pricing or product literature so an informed decision can be reached regarding your product or service (all samples become the property of Wal-Mart Stores, Inc.).

**Supplier Development  
Wal-Mart Stores, Inc.  
702 SW 8th St.  
Bentonville, AR 72716-0145**

2. If you are a Minority / Women-Owned Business, FAX a copy of your current minority or women-owned certification to 479-277-2532.



## Whole Foods Market

Whole Foods Market, Inc. is the world's #1 natural foods chain. The company operates more than 160 stores in 28 states; Washington, DC; and in Canada and the UK. Perishable products account for about two-thirds of sales.

Due to the diversity in the customer base amongst different geographical regions, Whole Foods Market reviews products for approval at the regional level. Each of its regional offices has different review procedures, which require that information and product samples be submitted in very specific ways to key individuals.

To initiate produce supplier negotiations with Whole Foods Market, contact Jason Durant, Regional Produce Manager at [Jason.duran@wholefoods.com](mailto:Jason.duran@wholefoods.com)

For general inquiries, contact [vendorinformation@wholefoods.com](mailto:vendorinformation@wholefoods.com)

The main contact information for Whole Foods Market is:

National Office  
550 Bowie St.  
Austin, TX 78703  
Phone: 512-477-4455  
Fax: 512-477-1301  
<http://www.wholefoodsmarket.com>

The Regional contact information is as follows:

Southwest  
1105 N. Lamar, Suite 200  
Austin, TX 78703  
Phone: 512-391-8400  
Fax: 512-477-4293  
Jason Durant, Regional Produce Manager  
[Jason.duran@wholefoods.com](mailto:Jason.duran@wholefoods.com)

Louisiana Texas
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North Atlantic  
125 Cambridge Park Drive  
Cambridge, MA 02140  
Phone: 617-492-5500  
Fax: 617-492-5510

Connecticut  
Massachusetts  
New Jersey  
New York  
Rhode Island  
United Kingdom

Mid-Atlantic  
6015 Executive Blvd.  
Rockville, MD 20852-3810  
Phone: 301-984-4874  
Fax: 301-984-2064

Kentucky  
Maryland  
New Jersey (Marlton and Princeton only)  
Pennsylvania  
Ohio  
Virginia  
Washington D.C.

Florida  
7700 Peters Road  
Plantation, FL 33324  
Phone: 954-370-4800  
Fax: 954-370-3940

South  
Georgia Office  
1180 Upper Hembree Rd.  
Roswell, GA 30076  
Phone: 770-667-8878  
Fax: 770-772-9050

Georgia  
North Carolina  
South Carolina

Midwest  
3241 N. Lincoln Ave  
Chicago, IL 60657-1110  
Phone: 773-755-1500  
Fax: 773-755-2452

Illinois  
Michigan  
Minnesota  
Missouri  
Wisconsin  
Toronto, Ontario, Canada

Rocky Mountain  
1105 N. Lamar, Suite 200  
Austin, TX 78703  
Phone: 512-391-8400  
Fax: 512-477-4293

Colorado  
Kansas  
New Mexico

Pacific Northwest  
888 116<sup>th</sup> Ave NE  
Bellevue, WA 98004  
Phone: 425-462-1400  
Fax: 425-462-0400

Oregon  
Washington  
British Columbia

Customer service inquiries only. Vendors: please contact Northern California regional office.

Northern California  
5980 Horton Street, Suite 200  
Emeryville, CA 94608  
Phone: 510-428-7400  
Fax: 510-428-7410

Southern Pacific  
15315 Magnolia Blvd., Suite 320  
Sherman Oaks, CA 91403  
Phone: 818-501-8484  
Fax: 818-990-7089

Southern California  
Arizona  
Nevada



## Wild Oats

Wild Oats Market, Inc. is the #3 natural foods supermarket chain in the United States. The company operates about 110 full-service stores in 24 states and British Columbia, Canada. The company operates under the banners of Capers Community Market, Henry's Farmers Market, Sun Harvest Farms, and Wild Oats Natural Marketplace.

To initiate produce supplier negotiations, Wild Oats requests that you submit product information to:

Wild Oats Market  
Attention: Produce Buyer  
3375 Mitchell Ln.  
Bouler, CO 80301

The main contact information for Wild Oats Market is:

3375 Mitchell Ln.  
Bouler, CO 80301  
Phone: 303-440-5220  
Fax: 303-928-0012  
<http://www.wildoats.com>



## Winn-Dixie

Winn-Dixie Stores, Inc. operates about 920 stores in eight mostly southeastern states and the Bahamas. The chain runs food and drug stores under the banners of Winn-Dixie, Marketplace, City Markets, and SaveRite.

To initiate the produce supplier process, Winn-Dixie requires that you complete all setup documents accessed via the company Website at <http://www.winn-dixie.com/company/editp/NewVendorSetup.asp>

The Director of Produce for Winn-Dixie Stores, Inc. is:

Michael Krage  
Phone: 904-370-7130  
Fax: 904-783-5309  
[MikeKrage@winn-dixie.com](mailto:MikeKrage@winn-dixie.com)

The main contact information for Winn-Dixie Stores is:

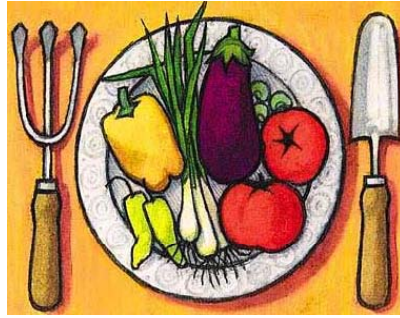
5050 Edgewood Ct.  
Jacksonville, FL 32254-3699  
Phone: 904-783-5000  
Fax: 904-783-5294  
<http://www.winn-dixie.com>



## **Blue Book Online**

Many Grocery Entities require produce suppliers or vendors to utilize the Produce Reporting Company's Blue Book Online. The Blue Book is a vast electronic resource that contends to be the leading authority on trade in produce since 1901! The Blue Book Website gives members immediate access to current information on potential trade partners via marketing lists and business reports. Printed versions of the Blue Book are also available.

To find out more about the Blue Book Online, visit  
[http://www.bluebookprco.com/Guest/index\\_nonmember.asp](http://www.bluebookprco.com/Guest/index_nonmember.asp)



## Industry & Marketing

According to the Small Business Administration, it is vital that entrepreneurs such as small farmers attract, retain, and grow a satisfied customer base. Farmers can accomplish this feat by keeping abreast of important Industry News and through the use of various forms of marketing. To start learning more about the basics of marketing, visit the Small Business Administration's Website at [http://www.sba.gov/starting\\_business/marketing/basics.html](http://www.sba.gov/starting_business/marketing/basics.html) Another great place to start gathering information is the Produce Marketing Association Website at <http://www.pma.com/>

The following is a list of other helpful Websites:

United States Department of Agriculture  
<http://www.usda.gov/wps/portal/usdahome>

USDA Economic Research Service  
<http://www.ers.usda.gov/>

Arkansas Agriculture Extension  
<http://www.aragriculture.org/default.asp>

Farm Bureau of Arkansas  
<http://www.arfb.com/>

Farming and The Environment  
<http://www.farmingandtheenvironment.org/>

Organic Farming  
<http://www.certifiedorganic.bc.ca/rcbtoa/index.html>

Winrock International: News  
<http://www.winrock.org/who/news.cfm>

Small Business Advancement National Center  
<http://www.sbaer.uca.edu>



The Small Business Advancement National Center would like to thank Winrock International for their support of this project.

**Winrock International**

2101 Riverfront Drive, Little Rock, Arkansas 72202

Phone: 501.280.3000 Fax: 501.280.3090

1621 North Kent Street, Suite 1200, Arlington, Virginia 22209

Phone: 703.525.9430 Fax: 703.525.1744

<http://www.winrock.org/>

**The Small Business Advancement National Center**

University of Central Arkansas

College of Business Administration - UCA Box 5018 201 Donaghey Avenue

Conway, AR 72035-0001 - Phone (501) 450-5300 - FAX (501) 450-5360

<http://www.sbaer.uca.edu/>

[sbanc@uca.edu](mailto:sbanc@uca.edu)