

Registration Packet – 2009 Matchmaker Event

The Vermont Agency of Agriculture, Food and Markets, Vermont Grocers Association, Vermont Fresh Network, Vermont Hospitality Council and Healthcare Without Harm are pleased to present the second annual Vermont Food Matchmaker Event.

This registration packet includes a detailed description of the day and registration materials for both buyers and sellers. **Please note that the format has changed from 2008** so read these instructions carefully.

The Vermont Food Matchmaker is based on a model used successfully by the Vermont Department of Economic Development and U.S. Department of Defense to connect small businesses with potential government contracts. During this day, you can expect to:

- Explore opportunities, and any obstacles, in forming a sales contract with specific sellers / buyers through one-on-one meetings.
- Learn what resources exist to help develop these connections.
- Participate in optional workshops specific to successfully introducing Vermont foods into new markets.
- Network with others from Vermont and the greater New England area who are interested in broadening Vermont food producers' sales options.

The primary goal is to facilitate connections between Vermont's food producers and commercial buyers. While we cannot guarantee that attendees will leave with new contract possibilities, we hope that the one-on-one sessions will set the foundation for increasing Vermont food sales and provide information you need to follow up with potential new business connections.

This day **does not** address direct marketing venues such as farmers' markets and CSA's. For more information on those outlets, please visit www.vermontagriculture.com.

The agenda (enclosed) includes both pre-assigned one-on-one meetings and free time to network. In order to respect preferences for the one-on-one meetings we need registrants to be aware of the following deadlines:

Buyers' Deadlines:

- Registration form (enclosed) due on **September 14th**
- List of participating sellers sent **October 9th**.
- Any changes in buyer representative or requests for meeting with a particular seller due **October 16th**.
- Final packet listing matches & assigned table mailed **October 23rd**.

Sellers' Deadlines:

- Participating buyer information available starting **September 21st**
- Registration form (enclosed) due **October 5th**
- Ranked preferences for Buyer meetings due **October 16th** (*Note: While we will try to accommodate as many top choices as possible, time of receipt for the preference list will be one factor considered as lists fill – so please get your ranking in as early as possible*)
- Final packet listing matches & lunchtime seating mailed **October 23rd**

[Directions & Contact for More Information]

BUYER – Registration Form

Are you a buyer? For the Matchmaker event ‘buyers’ are anyone who is interested in purchasing a Vermont-produced food item. These buyers can be supermarkets, co-ops, restaurants, hotels, institutions, food processors in search of Vermont ingredients, distributors, or anyone else interested in their purchasing options. This event is intended for commercial buyers, not individual consumers.

How many tables can you have? We realize that some businesses have multiple divisions in charge of different product purchases. Please fill out a *separate* registration form for each of the purchasers you would like to send to the event. We will accommodate multiple representatives to the extent that space allows.

Why fill out this form? Returning the questions below will reserve your space at the table in the Matchmaker event. Event organizers will share your information with the food sellers in attendance so that they can choose to meet with those buyers looking for the same products they have to offer.

Please return this form to Kimberleigh Cleary at kim@vermontfresh.net or Vermont Fresh Network; PO Box 895; Richmond VT 05477

BUSINESS NAME:

CONTACT NAME(S)*:

E-MAIL:

WEBSITE:

PHONE:

MAILING ADDRESS:

Please describe the types of products you are seeking (**Please also indicate any products you are not interested in**)

Any special criteria / restrictions? (For example, only want organic, only buy from certain distributors, minimum volumes, etc.)

Registration Fee of \$50 / Table Enclosed? Y_____ Will Send _____
Payable to: Vermont Fresh Network

PLEASE RETURN BY 5:00 pm SEPTEMBER 14th!

* We understand that the representatives sent by your business may change based on the final list of participating sellers; you will have a chance to adjust this information after sellers are finalized and prior to printing the final packet.

SELLER – Registration Form

Are you a seller? For the Matchmaker event ‘sellers’ are anyone who is interested in selling a Vermont-produced food item. Your farm or business must be based in Vermont or within 30 miles of the state border.

How do you know this event fits your needs? By registering to attend the Matchmaker event, you are also registering to receive a packet in early October that describes the buyers who will have tables. You can then check to make sure your products match the buyers’ needs. This event is intended for commercial buyers, not individual consumers, so sellers should be those interested in picking up accounts for larger volumes.

Why fill out this form? Returning the questions below will ensure that you are on the list to receive information about buyers attending the event – you then use that list to select your preferred matches. This information will also be made available to all the buyers so that they can follow up with producers.

Please return this form to Kimberleigh Cleary at kim@vermontfresh.net or Vermont Fresh Network; PO Box 895; Richmond VT 05477

BUSINESS NAME:

CONTACT NAME:

E-MAIL:

WEBSITE:

PHONE:

MAILING ADDRESS:

Products Available:

Any special production practices? (Please note if certified organic)

Do you currently work through any distributors? Which?

Registration Fee of \$20 / Person Enclosed? Y_____ Will Send _____

Payable to: Vermont Fresh Network

PLEASE RETURN BY 5:00 pm OCTOBER 5th!