

Standards and Expectations for WFFN Farmers / Vendor

Becoming a WFFN Farmer/Vendor--All WFFN Vendors must register here and be approved by the Network Coordinator before posting their products for sale. Vendors must have the interest and ability to sell wholesale, and must agree to and meet the networks Standards and Expectations describe here.

Product Inventory—WFFN Vendors are responsible keeping their on-line inventory up to date. The Network Coordinator will train all new vendors to use the on-line inventory. Inventory need not ever be reentered but quantities must be adjusted to reflect reality. Vendors must contact the Network coordinator ASAP if a product was ordered that they do not have.

Product pricing—WFFN Vendors set their own prices, and they receive 100% of the price they set. Vendors should produce their own invoices for each order or simply use the automatic on-line market “Price Report” as their invoice.

Vendor payment—to allow time for most buyer checks to be deposited, WFFN pays vendors on the first of each month for all invoices in the previous month. Vendors should contact the market coordinator if they need more frequent payment.

Product redundancy and competition—Vendors are cooperating to produce a diverse and reliable inventory. Some redundancy of product is natural and good, but fierce undercutting and competition is not good for the market and for overall farm profitability. We ask vendors to use common sense when posting and pricing their products and consult with the network coordinator on a case by case basis.

Product Quality and Liability--WFFN never owns product-- It is a delivery service that transports food over short times and distances--usually about 6 hours, and no more than 24 hrs—under refrigeration (34-45 degrees F). We guarantee that product is handled correctly and kept cold during this transport or short-term storage. Because WFFN Vendors sell directly to their customers, they are liable for the quality and freshness of their product. Problems with product quality or damage are resolved on a case by case basis.

Packing-- We request that vendors sell only high-quality product packed in clean, transportable boxes or bags, labeled with their farm name. When needed, vendors should pack multiple small items for a single buyer in one box that is labeled with the buyers name. This “pre-sorting” helps the vendor reduce mistakes and stay organized, and “pre-sorting” is needed for efficient picking and delivery of orders off the truck.

Product Insurance—We strongly encourage all WFFN vendors carry product liability Insurance, ideally for around \$1,000,000 or more. Please contact WFFN Market Coordinator for more information.

Food Safety--Third-party food safety certification is not required to sell product through WFFN. That said, clean and safe food is a top priority for buyers and WFFN vendors must strive to minimize food safety risks on their farms. WFFN Farmers are strongly encouraged to at a minimum write food safety plans for their farms. The WFFN Market coordinator will consult with all vendors on a case-by-case basis, and is available to help farmers write food safety plans.