

The SF Market is San Francisco's original and only wholesale produce market. Located in the Bayview neighborhood with convenient access to Hwys 101 and 280, The SF Market's 23-acre campus is home to 23 merchants who operate wholesale and distribution businesses. The SF Market enables one-stop shopping for a wide variety of high quality conventional and organic produce, including specialty Asian and Central/South American vegetables, spices, and herbs.

The SF Market is the nonprofit that holds the lease with the City of San Francisco, manages the infrastructure of The Market, and runs programs including industrial-scale Food Recovery. Each business operates independently and has their own proprietary business model, including pricing for produce and buying approach.

## KEY ELEMENTS TO SELLING WHOLESALE

- 1. Quality:** Wholesale businesses are looking for high quality product. This can include close attention to quality control of what you deliver and precooling of product to extend its shelf life.
- 2. Reliable Supply:** A sufficient and reliable supply of produce is critical to selling wholesale. Usually merchants are looking for volume and want to be able to consistently source multiple pallets of product. They also expect uniformity, including consistent sizing for a given product.
- 3. Packing & Labeling:** Product needs to be reliably packed and labeled with accurate information. This also means ensuring that you are compliant with food safety regulations and are labeling product as required.

## RECOMMENDATIONS

- Talk with wholesale businesses about their needs and criteria to sell to them.
- Be realistic about your capacity to provide a reliable supply and label/pack your produce. Note that wholesalers pay differently and have different quality requirements from direct sales, such as farmers markets.
- Ensure your certifications and paperwork are in order. This includes your business license, liability insurance, food safety certification, & any additional certifications you have (i.e. organic)

For more detail and resources on selling wholesale, we recommend materials from the UC Agriculture and Natural Resources Sustainable Agriculture Research and Education Program: <https://sarep.ucdavis.edu/fs/supply/wholesale>