

WHAT WE ARE DOING HERE

1. Visit each of our 8 LOI partners and walk through the questions on their page.
2. Add 2 or 3 new buyers we meet along the way (hotels, supermarkets, restaurants).
3. Ask honestly. We are not selling yet, we are learning what they actually want.
4. Fill the page in pen. Take a photo when done. We will type it up together later.
5. The point: turn LOIs into firm weekly orders by knowing exactly what they buy.

THE QUESTIONS WE NEED ANSWERED

- Which of our 15 crops do they currently use? Which would they switch to us for?
- In what unit do they receive it: kg, bunch, gram pack, piece, box?
- How much do they order in one week? Daily, twice a week, weekly?
- What price are they paying today? Who is their current supplier?
- What is the deal-breaker: quality, on-time, price, exclusivity, payment terms?
- Payment terms: cash on delivery, 15 days, 30 days, 60 days?
- Who do we call when we have stock: chef, F&B manager, owner, purchasing?

OUR 8 LOI PARTNERS (in this document)

- | | | | |
|------------|--------------|-------------|------------|
| 1. Kultura | 2. Simba | 3. Mocha | 4. Casamia |
| 5. Karu | 6. Farmhouse | 7. Soleluna | 8. Ugarit |

Order strategy: hardest buyer first, easiest buyer last.

We learn the most from the toughest conversation. Save the warm ones for momentum.

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____

Payment terms: Cash on delivery 15 days 30 days Other: _____

Current supplier(s): _____

Decision-maker name + phone: _____

Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____
 Payment terms: Cash on delivery 15 days 30 days Other: _____
 Current supplier(s): _____
 Decision-maker name + phone: _____
 Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____
 Payment terms: Cash on delivery 15 days 30 days Other: _____
 Current supplier(s): _____
 Decision-maker name + phone: _____
 Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____
 Payment terms: Cash on delivery 15 days 30 days Other: _____
 Current supplier(s): _____
 Decision-maker name + phone: _____
 Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____
 Payment terms: Cash on delivery 15 days 30 days Other: _____
 Current supplier(s): _____
 Decision-maker name + phone: _____
 Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____
 Payment terms: Cash on delivery 15 days 30 days Other: _____
 Current supplier(s): _____
 Decision-maker name + phone: _____
 Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____

Payment terms: Cash on delivery 15 days 30 days Other: _____

Current supplier(s): _____

Decision-maker name + phone: _____

Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)

Visit metadata

Date: _____ Visited by: Kenny Terry Both Met with (name + role): _____

CROP-BY-CROP INTEREST (tick if interested, write what they need)

Crop	Interested?	Unit they buy	Quantity / week	Price they pay now
Lettuce (Butterhead / Looseleaf)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Basil (Sweet / Genovese)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Parsley	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Cherry Tomatoes	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mustard Greens	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Green Onions	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Kale (Tuscan / Curly)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Mint	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Dill	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
French Beans (Haricots verts)	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Bird's Eye Chili	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Spinach	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		
Baby Arugula	<input type="checkbox"/> Yes <input type="checkbox"/> No	kg / bunch / g / piece		

HOW THEY OPERATE (key facts)

Order frequency: Daily 2x/week Weekly Other: _____
 Payment terms: Cash on delivery 15 days 30 days Other: _____
 Current supplier(s): _____
 Decision-maker name + phone: _____
 Deal-breaker (one thing that wins the contract): _____

NOTES (anything else worth remembering)