



TSP 18 Fall Workshop



Taking Your Microgreens From Hobby to Hustle

Making The Leap

- Master your system and have product ready to go, and in rotation.
- Build up a catalog of items (seeds) and design some marketing material. A “Fresh List”, and business card is expected. A tee shirt makes you look legitimate.
- Know your local and state codes, if any, and have a plan for them.
- Go to Yelp! and research potential clients.
- Don't wait, go. Make the plan. Harvest samples. Visit your target restaurants.

Yelp!

- Looking for clues like “Tapas”, “Local”, and “Farm to Table”.
- Also not usually looking for the lowest price range. Cheap menus don't use expensive ingredients.
- Looking for any place that would have a head chef. Usually no national chains.
- Look at pictures. Look for existing greens. This doesn't always indicate another farmer, it often indicates shitty produce company greens. But, no green in pictures also can mean that the chef hasn't found any worth using yet. Until you came along.



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Good for Groups

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Ad **Villaggio Ristorante**

★★★★☆ 116 reviews

\$\$ · Italian

(603) 627-2424

677 Hooksett Rd

Manchester, NH

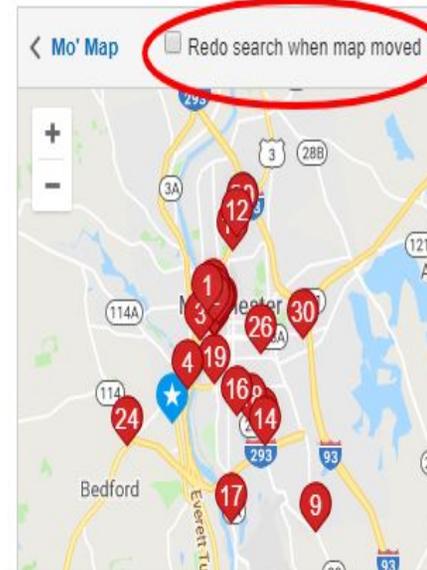
"From the moment I called to see if I needed to make a reservation I was hooked. My friend had told me about this place a couple of months ago, so we decided to check it out. We..."
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Ad **Taipei & Tokyo 3**

★★★★☆ 53 reviews

(603) 622-2588



Other Marketing Strategies:

- Just show up with samples.
- Ask existing chefs for referrals. They ALL know each other.
- Word of mouth and chef movement.
- Farmers Markets, CSAs, Home Delivery, Caterers, Stores, Corporate Cafeterias, Craigslist, etc...
- Online presence. Pictures, pictures, pictures on social media. Post your fresh list updated weekly so that they know you are up to date a relevant.
- Ask what chefs are looking for to grow existing accounts.

What Do Chefs Want?

- Ease of order, don't be a pain in the ass.
- Consistently great products.
- A great shelf life. Produce company greens rot within days.
- Reliability that you will deliver as often as a produce company. Minimum 1x per week, but I prefer 2.
- New things that they can't get elsewhere.

When You Go!

- Show up between the hours of 2:30pm and 4pm Monday through Thursday.
- Be polite to the staff, make sure you don't brush off anyone.
- Bring usable sample amounts.
- Bring business cards, fresh list, and dress right.
- Ask if they currently use microgreens, and if they start talking, shut up and listen.
- Make sure you tell them the strengths of your products. For example we offer a 7 day shelf life guarantee, no minimums on anything, and custom orders.
- Try to get an order that day. Often they won't need them right away, but maybe get an order for the following

week. At the very least, get their cell number and follow up via text the next delivery day.