

# Market Channel Tip Sheet

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## Terminal Market

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<b>Pro</b>	<b>Con</b>
Large order size / frequent delivery Can always find a buyer Easy to access the Brokers  Can access Foodservice Jobbers at the same time Good emergency outlet if other channels suddenly dry up	Very low margins Can't preset the price – or your profit You take all the risk if the product does not sell May be far from farm  Probably don't speak Spanish  Must meet pack and grade standards Very slow payers

### **Tips**

- Don't be intimidated by the foul language, and rough manner – they do it to everyone.
- Deliver early, before 6:00 AM. Deliver yourself or be prepared to pay Lumpers to unload for you. Don't argue with the Lumpers.
- Standard pack and grade, good pre-cooling and post harvest are critical
- Identify and contact brokers before you need them. You will get a better price if they know you. If this will be a regular market channel, plan to bring them product on a regular basis
- After you make a delivery, wander around and learn about the competition.
- Don't use this channel if you only have a few (10) boxes of each item
- Terminal Markets should be the part of your channel strategy that you use the last and the least. But be sure to have one on hand for when you need them.
- Make sure that your delivery person, you, your label, your prices, your pack, and your attitude are all telling the same story.