

Establishing a Professional Buyer Presence Strategies for Brand Credibility and Buyer Trust



PRODUCERS ON THE RISE WEBINAR SERIES

Freedmen Heirs Foundation supports small and mid-sized producers by expanding their market access, providing technical assistance, and strengthening their financial resilience to enhance their operations. Through this series, our goal is to offer practical tools producers can apply immediately and share with their community.

Overview

This guide explains the basic steps to help you create a professional image that attracts buyers, possibly opening new market opportunities. It focuses on the importance of having a clear online presence, making it easy for buyers to find your farm and trust that you are active. It also offers tips on how to make an availability sheet that turns your crop list into easy-to-understand buying options. Additionally, there's a handy checklist included to help you assess your setup before contacting your next buyer.

1. Digital Footprint: First Impressions Count

Your digital footprint creates your farm's **curb appeal**, the impression your business makes before a buyer ever places an order. A buyer may encounter your email, phone call, website, social media, Google profile, or availability sheet long before they see your product.

The Core Goal

Be findable, current, and credible. You do not have to look like a farm featured in *Southern Living*, but you must look ready to do business.

Quality Over Quantity

It is far better to maintain *one active website or social profile* than to manage multiple outdated platforms.

What Buyers Must Instantly Find

-  Who you are and what you produce
-  Where you are located and how to contact you
-  Whether your business is currently active and works with buyers like them

2. Professional Communication & Boundaries

Professional communication is about being **clear, consistent, and reliable**. You can maintain a casual personality while upholding professional standards. Above all, responsiveness is non-negotiable. A clear, professional "no" is always better than an unreliable "yes."



Simple Email Formula

Subject Line: Clearly state **WHY** you are contacting them

Body Text:

- **WHAT** do you have?
- **HOW MUCH** is available?
- **WHEN** is it available?
- **WHAT IS THE COST?**
- **NEXT STEPS:** What specific action should they take next?



Phone & Voicemail Script

Live Call Formula: Who you are + Why you are calling + What you are offering + What you want them to do.

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Voicemail Rule: Always clearly leave your name, farm name, reason for calling, and callback number (repeat the phone number twice).

3. Building an Effective Availability Sheet

An availability sheet translates **production information into purchasing information**. Keep it clean, accurate, and easy to read at a glance. Your sheet needs:



Producer Information

Farm/business name, contact person, phone, email, and location



Product Information

Product, variety, pack size, quantity available, price, and availability dates



Logistics Information

Minimum order size, order deadline, delivery days/area/fees, pickup options, and case sizes

Sample Availability Sheet Table Format

Farm Logo Here

Product	Variety	Pack Size	Quantity Available	Price	Availability Dates
Tomatoes	Mountain Fresh	25 lb. case	8 cases	\$XX.XX	Sept. 23–25
Sweet Peppers	Various	10 lb. case	12 cases	\$XX.XX	Sept. 23–27



Order Deadline: Fridays by 12:00 PM CT | **Delivery Days:** Tuesdays & Thursdays
Order Minimum: \$XX.XX
Contact: Your Name | 000-000-0000 | farmname@domain.com

4. The Buyer-Ready Checklist

Before reaching out to a new buyer, evaluate your business against these four pillars:

☐	Can They Find Me? Current online presence, accurate contact information, clear product descriptions, and up-to-date posts	☐	Can They Understand What I Sell? Current availability sheet detailing varieties, quantities, prices, and packaging sizes.
☐	Can They Reach Me? Professional email address, clear voicemail script, set response expectations, and a complete email signature	☐	Can They Do Business With Me? Established minimum order, defined delivery/pickup routes, clear order deadlines, and standard payment terms.

5. Summary

- **Your digital presence establishes credibility**
- **Clear communication and boundaries create predictability**
- **An availability sheet puts the information buyers need in one place**

This guide has been developed in partnership with Savannah L. Columbia, M.S., Senior Extension Associate at the Department of Agricultural Economics and the Center for Crop Diversification at the University of Kentucky, and Freedmen Heirs Foundation.