The trusted source of vetted local & specialty produce.

A 2-page executive cut for grocers, wholesalers, foodservice operators, and national retailers evaluating BAU.

The opportunity

- FSMA 204 traceability enforceable Jan 2026 — spreadsheet audit trails won't pass.
- Local & specialty SKUs grew 11% YoY in regional banners; sourcing teams understaffed.
- Wholesalers face thinner margins and want forecast visibility to reduce fills and dump loss.
- F2S / F2I programs have funded local-procurement mandates.

What BAU delivers

"The fastest way to source vetted local and specialty produce — with FSMA-ready traceability built in."

- Supply density: 4,400+ paid acres across 9 specialty crops by end of Yr 1.
- Match speed: ranked grower matches in <60 seconds vs. 2–3 weeks of phone calls.
- Audit-grade traceability: every load carries lot history, certs, and recall packet.
- Cost savings & less shrink: forecast-matched loads cut dump loss, mark-downs, and emergency fills.

Cost savings & less shrink — what buyers gain

Cost lever	Baseline	With BAU	Per-store annual impact*
Produce shrink %	8–12% of category	5–7%	$18k–$32k recovered
Emergency / spot fills	9–14% of orders	≤ 4%	$11k–$19k avoided premiums
Mark-downs on local SKUs	6–9% of sell-through	3–4%	$7k–$12k margin saved
Sourcing-team hours / wk	10–14 hrs	3–5 hrs	~$9k labor redeployed
Audit & recall prep	40–60 hrs / event	< 5 hrs (auto packet)	Risk + fines avoided

**$2.4M annual produce-dept reference; scales linearly on category COGS. Typical 10-store grocer: $450k–$720k recovered margin in Yr 1 vs. $14k–$24k BAU spend.*

Before vs. after — by segment

Segment	Metric	Before	After	Delta
Regional grocers	Shrink %	9–11%	5–6%	−4 pts
Regional grocers	Local SKU mark-downs	7%	3%	−4 pts
Wholesalers	Fill rate	86–90%	95–97%	+6–9 pts
Wholesalers	Dump loss	10–14%	4–5%	−6–9 pts
Foodservice / inst.	Menu sub-outs / wk	6–9	1–2	−75%
Foodservice / inst.	Food-cost variance	±3.2%	±1.1%	−2.1 pts
National retailers	Supplier onboarding	60–90 d	20–30 d	~3× faster
National retailers	Audit / recall prep	40–60 hrs	< 5 hrs	−90%

90-day pilot

Week	Buyer milestone	BAU action
0–2	Discovery & match brief	Map buyer footprint, shortlist 5–10 growers
2–4	Intros + LOIs	Join 3 grower calls, draft contracts
4–8	First deliveries	Live traceability dashboard, weekly QA review
8–12	Scorecard + expansion	Joint review: fill rate, shrink, audit; propose tier

Convert when any 2 of 3 are true:

- ≥1 new local SKU launched and re-ordered.
- Fill rate ≥ 95%, dump loss ≤ 5%, shrink down ≥ 3 pts vs. baseline.
- Buyer NPS ≥ 50; sourcing-team time saved ≥ 4 hrs/wk.

Pricing

Tier	Best for	API / SSO	USD / mo
Pilot (90 d)	First crop, 2–3 growers	—	Free
Starter	1–2 crops	—	$500
Standard	3–5 crops	API	$1,200
Enterprise	Multi-region	API + SSO + CSM	$2,000+

The ask

Run a free 90-day pilot on one crop and 2–3 vetted growers. Decide based on a joint scorecard at week 12.

Methodology: baselines pulled from 14 reference accounts (2024–Q1 2026); per-store ranges are P25–P75 of the pilot cohort. Illustrative for diligence, not a contractual guarantee.