BAU FARM INTELLIGENCE

Buyer Go-to-Market

Strategy Brief · v3

How produce buyers — grocers, wholesalers, foodservice operators, and national retailers — join BAU, what it costs them, and how the platform pays them back in the first season.

Lead value prop: vetted local & specialty sourcing, with FSMA-ready traceability built in.

Headline economics: $450k–$720k recovered margin per 10-store grocer in Yr 1, vs. $14k–$24k BAU spend.

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The opportunity

Buyers are under pressure to source more local and specialty produce while complying with FSMA 204 and squeezing shrink. They lack a single trusted way to find vetted regional growers with the right crop at the right week. BAU is that single trusted source.

- 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.

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Positioning & proof pillars

> *"BAU is the fastest way to source vetted local and specialty produce — with FSMA-ready traceability built in."*

Four proof pillars

- 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, certifications, recall packet.
- Cost savings & less shrink. Forecast-matched loads cut dump loss, mark-downs, emergency fills.

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Cost savings & less shrink

Local & specialty SKUs are where buyers bleed the most margin: mis-forecasted volumes, short fills covered by spot-market premiums, and shrink from produce that arrives too ripe or too late. BAU's forecast-matched sourcing closes that gap and pays for itself inside the 90-day pilot.

Cost lever	Typical baseline	With BAU (pilot avg)	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 for wholesalers and foodservice.*

- Typical 10-store regional grocer: $450k–$720k recovered margin in Yr 1 vs. $14k–$24k BAU spend.
- Wholesalers: 6–9 pt fill-rate lift translates to fewer chargebacks and retained accounts.
- Foodservice: menu-cycle stability reduces sub-outs and protects fixed per-plate food cost.

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 days	20–30 days	~3× faster
National retailers	Audit / recall prep	40–60 hrs	< 5 hrs	−90%

Methodology & calculation notes

- Baselines: 14 reference accounts (8 grocers, 3 wholesalers, 2 K-12, 1 hospital system), 2024–Q1 2026.
- Reference store: $2.4M annual produce sales, ~28% local/specialty mix. Scale linearly by stores or COGS.
- Shrink recovered = (Δ shrink %) × local/specialty COGS. Ex: (10%−6%) × $672k ≈ $27k / store.
- Avoided spot-fill premiums = (Δ spot-fill %) × order volume × 18% spot premium vs. contracted price.
- Mark-down savings = (Δ MD %) × local/specialty retail sell-through.
- Labor redeployed = hrs/wk saved × 50 wks × $35 fully-loaded sourcing wage.
- Audit/recall prep = auto-generated recall-packet runtime; excludes regulator response time.
- Ranges are P25–P75 of the pilot cohort. Illustrative for diligence, not a contractual guarantee.

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ICP & messaging by segment

Segment	Ideal customer profile	Decision maker	Yr-1 target
Regional grocers & co-ops	5–80 stores; SE, Mid-Atlantic, Midwest	VP Produce / Category Mgr	40 chains
Wholesalers / distributors	Terminal-market or DSD; specialty SKUs	Sourcing Director	12 firms
Foodservice & institutions	K-12, hospitals, universities, GPOs	Procurement / F2S Mgr	25 accounts
National retailers	Top-20 with supplier-dev programs	Local Sourcing Lead	2 pilots

Segment	Headline	Proof point
Regional grocers	"Your local program, on autopilot."	Per-store local SKU lift +18% in pilot.
Wholesalers	"Know the gap before your buyer calls."	Fill-rate +6 pts, dump loss −12%.
Foodservice / inst.	"F2S compliance without the binders."	Audit packets generated in 1 click.
National retailers	"Scale a local supplier-dev program from one dashboard."	Onboard 50 growers in 30 days.

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Acquisition & funnel

Channel mix (Yr 1): Field reps 35% · Co-ops & GPOs 20% · Trade shows 15% · Content/inbound 15% · Grower referrals 15%.

Stage	Volume	Conversion
Prospects in list	1,200	—
Discovery calls	260	22%
Pilot LOIs	120	46%
Active buyers	79	66%

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90-day pilot

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

Success criteria (any 2 of 3 → convert)

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

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Pricing & expansion

Tier	Best for	Seats	API / SSO	Price USD/mo
Pilot (90 d)	First crop, 2–3 growers	1	—	Free
Starter	1–2 crops	1	—	$500
Standard	3–5 crops	3	API	$1,200
Enterprise	Multi-region	10+	API + SSO + CSM	$2,000+

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KPIs & 12-month rollout

Metric	Yr-1 target	How measured
Active buyers	79	Paid accounts at month 12
Pilot → paid conversion	≥ 60%	Cohort by quarter
Blended CAC / linked acre	≤ $22	S&M; spend / acres reachable
Buyer-side churn	< 5%	Logo churn, trailing 12m
Avg crops per buyer	2.3	Active SKUs in dashboard
NPS	≥ 50	Quarterly survey

Quarter	Focus	Exit criteria
Q1	Hire 2 reps; 5 lighthouse grocer pilots	≥ 3 active paid buyers
Q2	Wholesaler push + GPO contract	≥ 15 active buyers; first GPO signed
Q3	F2S / F2I expansion (state-by-state)	≥ 35 active buyers; 1 case study
Q4	National-retailer lighthouse + co-marketing	≥ 79 active buyers; 2 enterprise LOIs

The ask: run a free 90-day pilot on one crop and 2–3 vetted growers. Decide at week 12 on the joint scorecard.