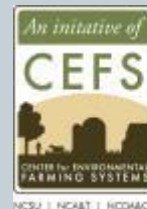


Process Walkthrough: Direct-Store Delivery (DSD) to Retail Grocery Destinations for Niche Meat Producers



Prepared for NC Growing Together
September 2014

Sebastian Naskaris,
NC Growing Together Supply Chain Fellow



NC GROWING TOGETHER

*Connecting Local Foods
to Mainstream Markets*

NCSU | NCAT | NIDMCS

NC Growing Together is supported by the Agriculture and Food Research Initiative competitive grant # 2013-68004-20363 of the USDA National Institute of Food and Agriculture.



Purpose of this Slide Set



This slide set is designed to introduce niche meat vendors to the direct-store distribution process at a large scale retail grocery destination.

The set covers the processes of arrival, merchandizing, unloading, receiving, placement in inventory, inventory management, selection from inventory, shelving, and markdowns.

The set also includes tips that can help direct-store-delivery vendors have favorable experiences when working with a large scale regional grocery destination.

Retail Grocery Destination



Arriving Process



THE PROCESS

1. Vendors park in the designated unloading zone.

The niche meat vendors that were observed while creating this walkthrough document worked with the store meat manager to determine slower receiving days, so that their direct-store-delivery Of product and merchandizing (arranging product on the store shelves) would not interfere with the stores broad-line deliveries or inconvenience customers.



Merchandizing



2. Vendor enters store either through front entrance or through the receiving door with an inventory log to note needed products.

3. Vendor checks the quantity of units remaining in inventory, the quality of units, and the date. Items past date or with tampered packaging are removed from shelf.

The data is entered into a log that can be used for forecasting future demand. If there are no items left on the shelf, vendor may be losing sales by not stocking enough items to satisfy demand. If too many items are there, the vendor may be losing money by overstocking at this location.



Crediting



4. Items that are near or past “best by” date are taken to the receiver and credited toward the next delivery.



5. Receiver scans the credited item, which immediately enters the grocer’s IT system and updates to the grocer’s Receiving List (this is typical for grocery chains, but may differ if delivery is to an individual stand-alone grocer or other food retailer).



Unloading Process



6. Based on the initial inventory check, the vendor unloads the appropriate number of units to satisfy stocking volume.

7. The vendor unloads the product, usually in boxes, onto a hand truck or store shopping cart.

8. The vendor brings the product and invoice through the receiving door.



Receiving



9. The receiver checks the invoice against a receiving list



Important: Prices on the invoice must be the same as prices that were quoted when the order was placed.

Receiving



10. The receiver opens the box and scans the product UPC, then enters the quantity on the scanner. The store's inventory IT system is immediately updated.



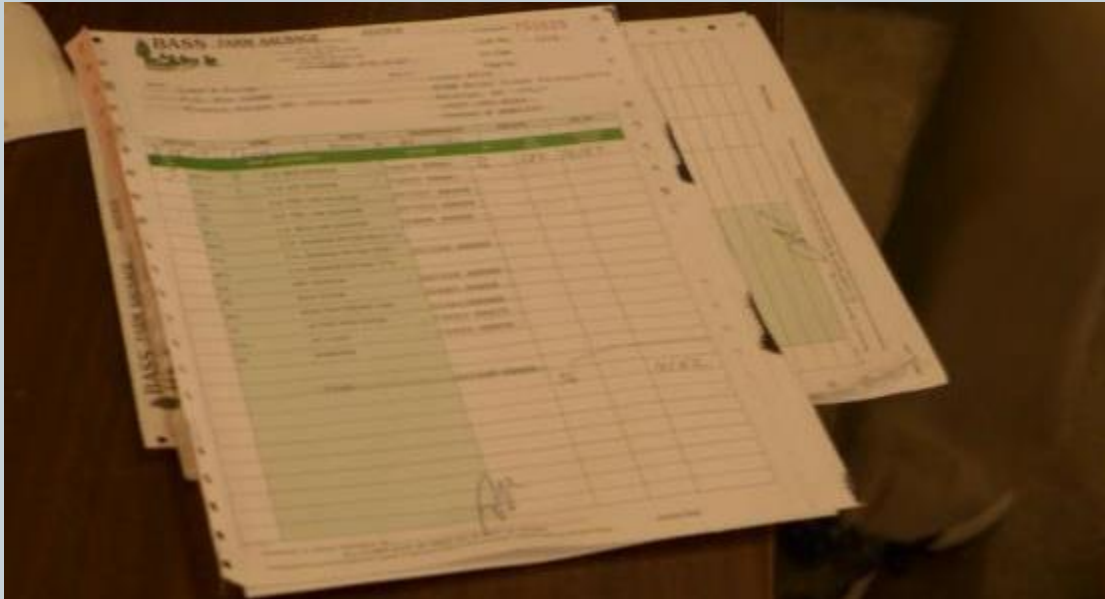
The receiver repeats this process for each type of product.

Receiving



11. DSD Vendor signs necessary portions of invoice and gives Receiver the appropriate copy of invoice.

12. Receiver bundles invoice, receiving list, and credit list and store in designated location



Merchandizing



13. DSD Vendor takes the product to designated shelf.



14. DSD Vendor uses First in First Out (FIFO) process of shelf stocking, old product is separated, the new product is stacked neatly, and the old product is stacked on top, so that it is the first to be picked by customers.



Merchandizing



15. The vendor checks the signage, removes any waste/refuse from the shelving, and re-stocks the product.
16. The vendor exits the store and drives away.



Advice from a Receiver



- Do not come in talking on your cell phone. The Vendor and Receiver have a business to business relationship. Being respectful and getting feed back can help build a long lasting and strong bond with your sales outlet. Talking on your cell phone is seen as disrespectful.
- Be patient if there is a line of vendors before you. Impatient and rude Vendors are shooting themselves in the foot. The Receiver at this store notes: " If they come in and I'm busy, they need to have patience and wait outside, not roll their eyes at me like I'm dumb."
- To make the delivery quicker, the Receiver recommends that new Vendors, "Find out when beer and wine deliveries come in and avoid that time. If you get behind a beer or wine guy, they could be here for a very long time."
- The costs that are on the receiving list should be the same costs that are on your invoice. If they are not, this adds time and stress for everyone.

Process Walkthrough: Direct-Store Distribution (DSD) to Retail Grocery Destinations for Niche Meat Producers



For More Information on the NC Growing Together Project

ncgrowingtogether.org

NC Growing Together is funded by the United States
Department of Agriculture, National Institute of Food and
Agriculture, grant #2013-68004-20363.



NC GROWING TOGETHER

*Connecting Local Foods
to Mainstream Markets*