



REACH NEW WHOLESALE CUSTOMERS

Guidelines & Requirements for Wholesale Directory Listings

Minnesota Grown members are varied and unique, and so are wholesale customers. The Minnesota Grown Wholesale Directory is designed to help you reach restaurants, schools, grocers, co-ops, or other wholesale accounts interested in buying local. This guide will help you to understand directory listing content requirements, style requirements, and key questions buyers may have.

Minnesota Grown reserves the discretion to modify listings to meet requirements and delay posting directory listings until they meet the requirements. To reduce posting delays, staff may automatically modify posts to meet style requirements. For content discrepancies, Minnesota Grown may refrain from posting a listing and reimburse the listing cost if an agreed-upon modification cannot be found.

Please e-mail any questions, concerns, or clarifications to mngrown.mda@state.mn.us.

Content Requirements

The Minnesota Grown Wholesale Directory is focused on sales to wholesale markets, rather than direct-to-consumer sales. (For direct-to-consumer sales such as farmers markets or CSAs, please see the [Minnesota Grown Direct-to-Consumer Directory](#).)

Farms, businesses and markets listed in the wholesale directory should:

1. Be selling to wholesale customers such as restaurants, schools, grocers, co-ops, or distributors.
2. Be selling product(s) that are at least 80% grown/raised in Minnesota by your business; be a food hub or aggregator that aggregates from farms who grow/raise product in Minnesota; or be a business creating a value-added product from ingredients that are 80% grown/raised in Minnesota. (**Note:** Wild rice must be 100% grown/raised in Minnesota by your business to be listed in the directory)

Farms and businesses can have listings in both the [Direct-to-Consumer Directory](#) and Wholesale Directory. *Make sure to add/renew both listings since they are separate.*

Wholesale listings include space for a *business description*, information about your *business experience*, and *distribution detail*. Each of the three questions is limited to **460 total characters** (including spaces and punctuation). Listings should focus on your business practices, rather than broad claims.

Regulated Market Claims. The food world is full of marketing claims, many of which are regulated and need to be accurate/verifiable. Many words such as “lean”, “low-fat”, “high-protein”, and “organic” have legal definitions. Other product claims such as “no-hormones” or “no-steroids” may not be used when describing meat, poultry, and seafood. If you are uncertain about the legality of wording for your directory listing or labeling, please call MDA’s Food and Feed Safety Division at (651) 201-6272 for clarification. “Product Types” are the way customers search our directory. You may **only select product types for items that you grow, raise, or create** from Minnesota Grown agricultural products. Select all product types that apply for your online listing.

Product Types Requiring Certifications, Licenses, or Program Participation

Hemp. Producers selecting hemp as a product type must be a currently licensed member with the MDA Industrial Hemp Program: <https://www.mda.state.mn.us/plants/hemp>

Milk and Other Dairy Products. Persons selling milk and other dairy products should have reviewed the MDA Dairy Inspection Program information and be following any requirements for their farm: <https://www.mda.state.mn.us/foodfeed/dairy-minnesota>

Minnesota Ag Water Quality Certified (MAWQC). This product will only be given to businesses who are certified by the MAWQC program: <https://www.mda.state.mn.us/environment-sustainability/minnesotaagricultural-water-quality-certification-program-1>

Certified Organic. Certified organic is a regulated market claim based on the USDA’s National Organic Standards. Our “Certified Organic” product type will only be given to businesses whose certification is up-to-date and have been certified through an accredited body. Only members who are certified organic can use that term in their directory listing text. All members requesting “Certified Organic” as a product type should e-mail their most recent certification to mngrown.mda@state.mn.us. This will be cross-referenced against the USDA Organic Database: <https://organic.ams.usda.gov/integrity/>.

Nursery Stock Growers and Dealers. Persons selling nursery stock must have a valid MN Nursery Stock Dealer or Nursery Stock Grower certificate through the MDA. They must sell only certified nursery stock and provide verification of certification: <https://www.mda.state.mn.us/plants-insects/nursery-certification-and-plant-regulation>.

Style Requirements

Refrain from using all-caps.

Use hyphens between phrases like cut-your-own and pick-your-own for clarity.

Phone numbers are ideally not repeated in listings since they show directly above listings in online and printed versions.

Space-saving Shortenings

Minnesota Grown uses shortenings on all directory listings to maximize the listings space available to you. Exceptions may be made if needed. Please reach out if this is the case for your business.

Months. All months will be shortened to three letters, except July and June. (Ex: Mar, Apr, Sep, Oct)

Days of the week. All days of the week will be shortened to three letters. (Ex: Mon, Tue, Wed, Thu)

Other shortenings will be used where commonly understood by the public. (Ex: hrs (hours), wk (week), wknd (weekend), yr (year), lb (pound), mkt (market), pls (please))

Maximize Your Wholesale Listing

This is your chance to make a short sales pitch and help a buyer gauge if your business might be a good fit for what they need.

→ *What makes your business or product(s) unique?*

Set yourself apart from the crowd by mentioning features unique to your business and/or products.

"We specialize in 8 University of Minnesota varieties, including Honeycrisp, Zestar! & SweeTango."

"We offer a variety of flavorful, hearty root crops and heirloom tomatoes grown in our 8 hoop houses."

→ *Do you provide the important information?*

Wholesale customers come in all sizes and are looking for different things. Make sure to describe your business and products in enough detail so that buyers can identify which farms are appropriate for them to contact.

Does your listing answer these questions?

- **What** types/size of wholesale accounts do you service? What experience do you have?
- **When** do you have products available?
- **How far** do you deliver/ship? Do you have minimum order sizes?
- Do you have any **special certifications or classifications** that you want customers to know about? *Are you GAP certified? Do you have a food safety plan? Are you Certified Organic?*

→ *Do you have the right products selected?*

Make sure you select the correct products you want to appear in your wholesale listing when applying for or renewing your Minnesota Grown license. These products will appear on your listing page and they will determine what product searches you appear in.

→ *Add the Finishing Touch*

Once you provide the information for your wholesale listing, we'll invite you to submit your logo and one or two photos to make your listing more attractive. Logos and photos can be emailed to mngrown.mda@state.mn.us.