

## Buy fresh produce on the wholesale market

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### Overview

This standard is about the skills and knowledge needed for you to buy fresh produce on the wholesale market. You will need the skills and knowledge to establish your organisations produce buying requirements and then select and buy products to meet these requirements. You will need the skills and knowledge to demonstrate that you can negotiate and finish the purchase of products. This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in production operations.

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### Performance criteria

#### You must be able to:

Establish your organisation's produce buying requirements

1. identify your organisation's product purchasing needs
2. identify available budgets to support planned purchases
3. identify and take account of factors that may influence price

#### Purchase Stock

4. greet traders politely and courteously
5. describe the characteristics of the produce you need to purchase
6. assess the suitability of the available produce against your produce needs
7. conduct the purchase courteously, and at a pace which meets the needs of the trading conditions
8. negotiate and agree sale terms with the trader in accordance with available budget
9. seek advice when negotiation goes beyond own limits of authority
10. organise for the delivery of purchased items from stock
11. maintain communication throughout
12. complete all purchase records

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## Knowledge and understanding

You need to know and understand:

1. how to identify the full range of produce on sale
2. how to identify and describe produce characteristics including quality, ripeness and condition
3. the factors that can influence produce availability and price including weather, seasons and economic conditions
4. why it is important to determine your organisation's produce needs
5. how to identify the budgets available to support the planned purchases
6. how to assess the suitability of produce against organisation's produce needs
7. communication skills including the importance of being polite and courteous
8. the implications of not communicating in accordance with procedures
9. sales techniques
10. how and why it is important to establish a rapport with traders
11. why it is important to confirm needs in respect of quantities, type and quality
12. negotiation skills
13. why it is important not to cause conflict during sales activities
14. the legal requirements that protect both the customer and the

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trader

15. what the limits of your own authority are and the consequences of

operating outside these limits

16. the factors that can influence produce availability and price including weather, seasons, economic conditions

17. the mechanisms used to receive purchased stock

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