

# NATURAL PRODUCTS FIELD MANUAL

Newly revised, updated, expanded Fifth Edition

***The single best investment you can make to profitably grow your business***

- ❖ Complete, comprehensive, 4 volume guide on “how to go to market” in the natural, specialty, grocery and club channels with overviews of food service, Canada and the UK markets.
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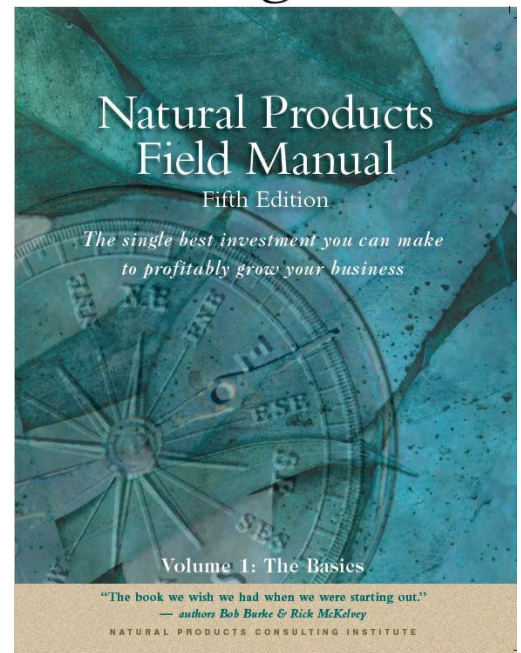
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## Table of Contents

### Volume I: The Basics

Margins and Pricing	Budgeting and Planning	Industry Resources	Supply Chain Savvy
New Products	Running Successful Off-sites	Managing Co-packers	Sales Force Automation
Building a Sales Organization	Product Quality	Strategic Planning	Private Label
All about Brokers	Ingredient Standards	Financing	Nutrition and Personal Care
	Summary "If we knew then what we know now"		

### Volume 2: Trade Marketing

Natural & Specialty Distributors	Trade Promotion	Category Management	Using Market Research
Retail Overview: Natural Foods	Trade Funds Management	Trade Show Investment	Overall Channel Approach
Mainstream Supermarkets	Trade Advertising	Exporting Basics	"Covering your Butt"

### Volume 3: Consumer Marketing

Branding	Consumer Promotion	Consumer Advertising	Packaging
Maximize your database	Public Relations programs	Special Events Marketing	

### Volume 4: Trends and Updates

Industry overview	Defining the natural/organic consumer	Natural and Specialty Distributor updates
Natural, Grocery, Mass, Food Service, and Club updates	Canadian Opportunity	UK Opportunity

### About the Enclosed CD-ROM

1. Natural retailer database
2. Directory of Natural/ Specialty Distributors
3. Directory of Brokers – with sample broker contracts
4. Grocery overview
5. Sample budgets and P&L models
6. Basic breakeven calculations
7. Supermarket News Top 75 Supermarkets
8. Key Distributor and Retailer Programs
9. New Account forms
10. Key Customer logos
11. PR Database
12. Trade Spending Model with form and Trade Spending log
13. 5th Edition Updates

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*"I can't think of a company in the industry that wouldn't benefit tremendously from the Natural Products Field Manual ."*  
--- Dan Atwood, Senior Vice President, United Natural Foods, Inc.

*The single greatest cost that any entrepreneur incurs is the "Learning Curve". It can make you, break you, or sentence you to a slow, tortuous death. Bob's and Rick's Natural Products Field Manual will absolutely cut this cost in half, if not eliminate it altogether. I only wish I'd had a copy 19, or even 2, years ago."*

*"If the Natural Products Field Manual doesn't save your firm tens of thousands of dollars, or garner you many more thousands in revenues, then save yourself the trouble and close your business. The problem lies with you, not the authors. This compendium is an invaluable gem."* -- Gary Hirshberg, President/CEO Stonyfield Farm Yogurt