



Sales Guide - Microgreens

Purpose

To standardize how BLOOM microgreens are prepared, priced and presented for sale after harvest, ensuring consistent quality, food safety and professional communication with customers.

1. Product Overview

BLOOM microgreens are premium, locally grown, pesticide free and cultivated by young adults with special needs as part of our inclusion program.

Each tray represents a full learning and growing cycle, and every sale supports both sustainability and employment opportunities.

Available varieties:

- **Radish** – Spicy, crisp, vibrant red stems.
- **Broccoli** – Mild, nutritious, high in antioxidants.
- **Sunflower** – Crunchy texture, nutty flavor.
- **Pea Shoots** – Sweet and tender.

2. Sales Formats

a. Fresh Clamshells

- **Sizes:** 1 oz (sample), 2 oz (retail), 4 oz (restaurant)
- **Shelf life:** 5–7 days refrigerated
- **Labeling:** Must include harvest date, batch code, and QR.

b. Bulk Orders (Food Service)

- **Packaging:** 1 lb compostable bag
- **Delivery:** Same day harvest.

c. Educational or Community Sales

- Sold at school fairs or community events, focusing on “*grown by our participants*” storytelling.



3. Pricing Guidelines

Prices should reflect both **premium quality** and **social impact**.

Recommended retail price (per oz):

- Broccoli / Radish: USD 2.50–3.00
- Sunflower / Pea Shoots: USD 3.00–3.50

Bulk price (per lb):

- USD 28–32 depending on variety and season

Prices can vary by local market and partner agreements.

4. Sales Channels

a. Direct to Restaurants & Cafés

- Focus on chefs and owners who value local sourcing.
- Offer free 1 oz samples.
- Deliver weekly or biweekly, ideally post harvest morning.

b. Farmers' Markets / School Fairs

- Use educational signage.
- Keep products in refrigerated display trays or cool boxes.
- Highlight inclusion and sustainability story.

c. Community Partners & Retail Stores

- Approach small organic stores or delis with “local partner” arrangements.
- Leave marketing materials and QR to *bloom.life* for story visibility.

5. Sales Pitch

Short pitch (for events or chefs):

“These microgreens were grown locally by young adults with special needs, as part of an inclusion program that teaches work and sustainability skills. They’re organic, harvested today and full of flavor.”



Long pitch (for educational sales or partnerships):

“BLOOM combines farming and inclusion, each tray represents a week of training and care. When you buy our microgreens, you’re not just getting a healthy product; you’re supporting meaningful employment and environmental awareness.”

6. Handling & Delivery

- Harvest early morning, never water the day before.
- Trim clean above soil line.
- Dry with paper towels before packing.
- Keep refrigerated at **4–6°C (39–43°F)**.
- Transport in insulated cooler boxes.
- Deliver within 24 hours of harvest.

7. Quality Control Checklist

Before selling, verify that:

- Stems are firm and upright.
- Leaves are bright and uniform.
- No visible mold or soil residue.
- Label is correctly placed and readable.
- Batch number matches production log.

8. Customer Relationship Management

Every sale is also an educational opportunity. Encourage teams to:

- Record each sale (date, quantity, client name) in the **Sales Tracker**.
- Follow up with repeat buyers every 2 weeks.
- Collect chef or customer feedback on freshness and flavor.
- Track which varieties sell best to inform next cycle’s planting.

9. Communication Materials

Includes:

- Product catalog (PDF)
- Price sheet
- Sample pitch cards
- QR code templates for each variety



10. Core Message to Customers

"Fresh, local and grown with purpose."

Every sale should reinforce that BLOOOM's microgreens are more than food, they're a story of growth, inclusion, and sustainability that customers become part of with every purchase.