



# Buying Club Wholesale Ordering System

**Would you like to have access to top quality dried fruit and the freshest nuts available at wholesale prices?**

**Let us show you how to start your own Buying Club!**

Thank you for your interest in Rancho Vignola's New Crop Nuts, Dried Fruit and Confection. We are pleased to welcome you and to offer you all the information you need to become part of our annual wholesale ordering network of satisfied customers. Read on to discover how to form your own Buying Club and start saving on your future purchases of our products!

Once a year we import the best new crop dried fruit and nuts from California and other global markets into British Columbia. From our Armstrong warehouse, we ship orders all over Canada to buying clubs, retail stores and fundraising organizations. We also organize annual direct-to-the-consumer Public Sales throughout B.C. and Alberta where our products are available for sampling and a selection of our top quality, locally-made Gift Packs are displayed just in time for Christmas gift giving.

Please check your name and address for accuracy and send us any corrections. If you would like to receive the September price list by fax or email, send us your details!

New Crop Nuts,  
Dried Fruit & Fine  
Confection

From the Farm  
to your Community



Box 397  
Armstrong BC Canada  
V0E 1B0

Toll-free Message Center  
1-877-639-2767

Fax: 250-546-6653  
info@ranchovignola.com

## What is a Buying Club?

A buying club or group is comprised of individuals, families, friends and work colleagues who pool their orders together to buy our products in full case lots at wholesale prices. Buying Clubs usually designate a Coordinator who then takes on the following responsibilities:

- receives the wholesale price list from us, makes copies and distributes to those intending to order
- arranges a time and location with club members for an ordering get-together
- incorporates each member's individual order into one wholesale order and submits it to us by the deadline
- arranges for delivery at one location
- upon delivery, organizes another get-together to split full cases and package down for each member's order (a scale is very helpful for this, and usually available for rent from a local office supplier)
- collects money from club members and arranges payment on one cheque

Some coordinators do the "packaging down" themselves and place an upcharge of 10% to 15% on the price per pound to cover their time and labour. Since this can be a significant amount of labour, it is a service which should be compensated and members who do not have the time or inclination to be more involved need to be aware of this. Coordinators who do all the work themselves with no reward are to be admired, but they tend to suffer from burn-out after a few years! Another way to distribute the workload more fairly is to have the job of Coordinator shared by two or more people, or rotate it so that each club member takes a turn.



Individual  
wholesale orders

As an individual can you still purchase our products at wholesale prices? In a nutshell... yes! Anyone may place a wholesale order, as long as the \$500 minimum order requirement is met. To purchase in smaller amounts, you can order online during our December Retail Sale and our Spring Clearance Sale in March, or you can attend one of our Public Sales. Locations and other details regarding Public Sales are included in our summer newsletter and on our website.

Order delivery and  
shipping charges

Orders are sent pre-paid by commercial freight companies or courier service to a central freight depot in your nearest town centre. You should receive a call from the freight operator indicating the shipment has arrived (make sure you have an answering service in place!). If you live centrally, there should be no problem delivering to your door. However, some freight carriers will not deliver to a private residence due to the poor driveway turn-around etc. in which case you may be required to make arrangements for pick-up at the depot. If you live in a 'beyond' or remote area not covered by our regular shipping routes, an inter-line service may be required and the cost of this service covered by you. If in doubt, please discuss this at order time.

Shipping charges:

- (1) **Standard Freight policy:** We will cover freight costs to the nearest town centre on our regular shipping routes for central regions of B.C. (including Vancouver Island and Victoria) and Alberta. Customers are responsible for any inter-line charges incurred for delivery beyond the freight depot.
- (2) **Regions east of Alberta:** Shipping charges based on 20¢/lb will apply to orders shipped to a central freight depot and will be added to your invoice (please note that the added charge is only a fraction of the total shipping cost to these regions, the main portion is still covered by us). Again, customers are responsible for pick-up or shipping charges beyond the freight depot.
- (3) **Northern regions and Maritimes:** Shipping charges to remote northern areas and the Maritime provinces will be determined on a case-by-case basis and discussed at the time of order placement.

Payment

All first-time wholesale customers are required to pre-pay as soon as the order is placed. For existing customers with established credit terms, payment is required within 15 days from receipt of the order. We accept payment by cheque (one cheque only representing the total order – please do not send us your individual club members' cheques!), money order, debit and credit cards.

We are pleased to offer a 2% discount to all customers who pre-pay their orders (this includes new customers.) Pre-payment is required immediately after the order is placed and you have received a phone call or email with your order total. Please note: Any discrepancies in invoice total due to product unavailability, discovered after your order is received, will be dealt with promptly and a credit cheque issued accordingly.

Discount for  
Pre-paid orders

At Rancho Vignola, we proudly stand by our products, and we are more than willing to address any quality concerns you may have. We ask only that you contact us with your concerns immediately after you have received and inspected your order. We will gladly take back any item that is not up to our standards, and issue a full refund to you. However, if you wish to return a product for any other reason, we charge a 15% restocking fee, and also ask that you cover the cost of shipping the product back to us. Also, please note that we cannot accept any product returns beyond 30 days from the date of order shipment.

Return policy

Good news spreads fast! After you and your club members have enjoyed our products for a year or so you will probably find your group is expanding through word-of-mouth testimonials. Therefore, you may want to consider encouraging some club members to separate from you and form their own club, and reap rewards for your efforts. This is where our Buying Club referral system can help. We offer 5% commission to the Buying Club coordinator (that means you!) of an existing wholesale club who refers us to friends, family members and other contacts who start a new club and place a separate wholesale order. The amount of the commission is determined by the new club's wholesale order total and is awarded for three consecutive years from the first wholesale order. Commissions earned are calculated at the end of the season and cheques mailed out early in the new year.

Buying Club referrals  
earn commission!

To be eligible, when referring new customers to us you must provide their full name, address, and/or telephone number/email address BEFORE we send out the wholesale price list in early September. You may now do this using the easy referral form on our website. New clubs must have their own coordinator and a separate shipping address from their sponsor.

Please note that commissions are only applicable to the September Wholesale ordering period, not for any purchases made during our Online Public Sales in December and March.

If you have attended any of our Public Sales, the price list you were given would have shown retail prices for full cases, 5lb bags and smaller packages of 1lb or 2lb. As a wholesale customer, you will receive our wholesale pricelist (in early September), which lists prices for full cases and a 'split case' (5lb package) only. Most wholesale customers purchase full cases and package them up to share with their Buying Club members (see What is a Buying Club?), as this gives you the very best price. The 5lb bag size makes it easier for those of you who do not want to deal with doing your own packaging, and also enables the purchase of some of our more expensive items in a smaller size. Obviously the 'price per lb' for the 5lb package is higher than the full case price per lb due to handling/labour costs. Either we do the work, or you do it and save money!

Wholesale and  
retail pricing

You will also find the wholesale price list much more extensive than the retail – simply put, more choice and more certified organic items than are available at the Public Sales. By pre-ordering from the wholesale price list you are not only paying lower prices (typically 20-30% less than retail), you are more or less guaranteed to receive exactly what you ordered and avoid disappointment when products run out (as they sometimes do!) at the Public Sales.

Wholesale orders are subject to an order minimum of \$500

**Please Note: Whether you decide to become a wholesale Buying Club or not, the price list you receive in September is for wholesale advance orders only. If you attend any of our Public Sales, please do not expect to receive the same prices as those shown on the wholesale price list as, for obvious reasons, prices at the Sales are retail.**

## Fundraising

Many Buying Clubs operate as fundraisers for their association (e.g. schools, churches, sports teams etc.) and organize a fundraising campaign using our products. We have some information available to help guide a group interested in starting an annual fundraising campaign, so if you'd like to receive this info please let us know and we will be happy to oblige. If you already indicated an interest in fundraising when you signed up for the mailing list, the info should be included in this package.

## What kind of products do we offer?

We offer a full range of nuts: almonds, brazils, cashews, filberts (hazelnuts), peanuts, pecans, pistachios, macadamias and walnuts. A fine selection of dried fruit: apricots, bananas, cherries, cranberries, four kinds of dates, figs, mangoes, papaya, pineapple, nectarines, peaches, pears, prunes and raisins. We offer unsprayed or certified organic varieties wherever possible, and do most of our purchasing from small family farms with whom we have built up relationships over many years of personal visits. Where available, we include Canadian-made products in our lineup. We also carry roasted and flavoured nuts, confection items custom-made to our specification, and a variety of attractive Gift Packs which are assembled in our Okanagan warehouse.

## What sets Rancho Vignola apart from other wholesalers?

Our annual business is truly unique! For over 25 years we have been importing new crop dried fruit and nuts into Canada. Each year, we make personal visits to our growers and suppliers to sample and check the quality of each product category before placing our orders. We pride ourselves on providing a grass roots food buying system which links you, the consumer, directly to the farm where the products are grown. Our customers, especially those who live in remote regions, continually thank us for giving them access to top quality dried fruits and nuts as so often their regular supply is limited and the quality inconsistent.

## Summer newsletter

As a customer on our Buying Club mailing list you will receive our annual newsletter in mid-August. The newsletter gives details of current crop conditions, provides interesting product information and policy updates and also reminds you that the order form/price list will soon be on its way.

## Order form / price list

The price list is sent out in early September just as soon as prices for the new crop products are established. We aim to get the price list to you as soon as possible (preferably by fax or e-mail) as you will only have about three weeks to get orders together before the order deadline (see next paragraph). It may not seem like a lot of time, but since you are pre-warned you can be prepared by planning an ordering get-together with your club members for around the third week of September. The most important thing is to get the price list to your club members as soon as possible! This will be easier for those with internet access as our price list is available on our website as soon as it is ready.

## Wholesale order deadline

This is always at the end of September, usually September 28, 29 or 30, depending on the weekday. The exact deadline will be printed on the price list. Please note that the order deadline is absolutely firm, and orders received after the deadline cannot be guaranteed delivery.



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**Thanks for showing an interest in our products. If you are not already part of a Buying Club, we hope we have given you enough details to start your own. If you have any questions please contact us and we will be glad to help you in any way we can.**

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