

# NATURAL PRODUCTS FIELD MANUAL

Newly revised, updated, expanded Fourth 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.
- ❖ 44 chapters, 760 pages of hard won knowledge and experience that you can apply to your business
- ❖ Includes CD with directory of top retailers, natural buyers in mainstream supermarkets, distributors, brokers, new item forms, budget models, and industry resources
- ❖ Practical, proven, best practices shared and illustrated
- ❖ Rich, insightful guest essays, editorials and color commentary by 66 notable buyers, brokers and CEO’s
- ❖ Over \$15,000 worth of coupons on services you can use-- including free half-day consulting
- ❖ Pays for itself many times over

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

*I wish to invest in profitably growing my business.*

Please send me the Fourth Edition of the Natural Products Field Manual

Price \$2,999.00 Standard S&H \$15.00,

International shipping and insurance \$50.00

MA customers please pay 5% state sales tax

Net Price Billed to Credit Card \$ \_\_\_\_\_

Payment:

Check enclosed\_\_\_\_ Make checks payable to

“Natural Products Consulting Institute, LLC”

Circle one: Master Card, Visa, American Express

Credit Card Number: \_\_\_\_\_

Name as appears on card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Referred by: \_\_\_\_\_

Return to:

Bob Burke

Natural Products Consulting Institute, LLC

8 Cobblestone Lane, Andover, MA 01810

Tel: 978-975-9902

Fax: 978-975-4502

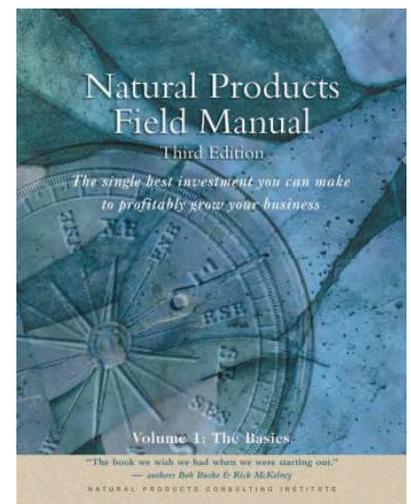
[BBurke@NPCInstitute.com](mailto:BBurke@NPCInstitute.com)

[www.NPCInstitute.com](http://www.NPCInstitute.com)

[www.NaturalConsulting.com](http://www.NaturalConsulting.com)



NATURAL PRODUCTS  
consulting institute



## 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	Food Service Overview
Retail Overview: Natural Foods	Trade Funds Management	Trade Show Investment	Using Market Research
Mainstream Supermarkets	Trade Advertising	Exporting Basics	Overall Channel Approach
"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	Natural, Grocery, Mass and Club updates	Canadian Opportunity
Natural and Specialty Distributor updates	UK Opportunity	Defining the natural/organic consumer

### About the Enclosed CD-ROM

1. Natural retailer database
2. Summary of Supermarkets with natural sets – buyer information and main supplier listed
3. Directory of Distributors
4. Directory of Brokers – with sample broker contracts
5. Sample budgets and P&L models
6. Basic breakeven calculations
7. Supermarket News Top 75 Supermarkets
8. UNFI National Flier Ad Program
9. New Account forms and ad programs for select distributors
10. Key Customer logos
11. PR Database
12. Trade Spending Model with form and Trade Spending log
13. 4th Edition Updates

### **Over \$15,000 in Coupons**

SPINS	Mambo Sprouts	New Hope Natural Media	Castle Group PR
McGovern Communications	UNFI	RML Naturals	PeoplesWorth
Ethos Marketing	Vegetarian Times	Taste for Life	Nutrition Business Journal
Makai Events	Turnlink	Wholesome Sweeteners	and more!
Volkman Group			

### **Also: Free Half-Day Consulting Session by Authors \$1,000 value!**

*"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