

Value-Added Dairy Conference & Trade Show 2018

NC State Cooperative Extension

Working with Retailers – Jennifer Badger, The Fresh Market



Retail Acronyms Cheat Sheet

COI: Certificate of Insurance

Documented proof of liability insurance, naming the retailer as additionally insured

DSD: Direct Store Delivery

Delivery directly to the store, not through a major national distributor such as UNFI. This includes anything from Local products to nationally branded loaf bread

HACCP: Hazard Analysis and Critical Control Points

The step by step process of how you make your product, including food safety risks such as measuring cooking temperature

NIF: New Item Form

An Excel document containing all of the information the retailer needs to know about your product. Size, pack, cost, UPC, etc.

POG: Planogram

A planned visual layout of how the shelf in the store will look and what products will go where

UPC: Universal Product Code

The barcode for cashiers to scan at checkout

GS1 website for UPC application: <https://www.gs1-us.info/>

GS1 website for UPC costs: <https://www.gtin.info/gs1-company-prefix-pricing/>

VIS: Vendor Information Sheet

Could also be a “Sell sheet” containing information about the product story, product photos, UPC codes/numbers, can include cost and suggested retail, etc. A visually appealing “new item form”