



HARLEM LOCAL VENDOR PARTNER PROGRAM (HLVP)

Harlem Park to Park (HP2P) in partnership with Whole Foods Market (WFM), Columbia Harlem SBDC (CU), Harlem Community Development Corporation (HCDC) and Hot Bread Kitchen (HBK) has launched a vendor outreach program designed to provide local Harlem vendors with the opportunity to exhibit their products for Whole Foods Market foragers/buyers, Columbia University procurement representatives and other program retail partners. The objective of the program is to provide a platform for local Harlem vendors seeking professional guidance regarding best practices and guidelines for vendor suppliers. Vendors will also be provided the opportunity to pitch their products for consideration as a supplier to program retail partners.

Harlem Park to Park has initiated community wide solicitation to identify prospective local vendors for participation in the vendor partner program. The first two (2) application periods for the program were conducted in September 2015 and January 2016. The vendor application process included submission of detailed information regarding vendor companies and product(s). Qualified vendor requirements requested on the application is consistent with vendor standards required by program partners' vendor supplier program. Applications are reviewed to ensure vendors meet standards required for program partner vendor supplier programs. **Fifty (50) vendor candidates were selected during the two (2) application periods for buyer appointments with WFM and CU at HP2P vendor events.** HLVP vendor candidates were also provided with the opportunity to participate in the HLVP mentoring program which provides a monthly forum for vendors to engage in interactive discussions with industry experts on Best Practices for Success as a Supplier to Large Scale Retail and Institutional clients.

HP2P will conduct the next HLVP application period from August 1st to August 31st, 2016. Vendor candidates will be selected for exhibition at HP2P buyer/vendor events to be scheduled in October 2016.

Retail program partner representatives will provide general information to candidates regarding the following:

a. General information

1. Industry best practices for vendor suppliers
2. Vendor supplier submission process/requirements
3. Examples of success and general food industry insights

b. Vendor feedback

1. Product
2. Pricing
3. Packaging

To stay informed regarding the HLVP Fall 2016 application period, please join Harlem Park to Park's mailing list at www.harlemparktopark.org. For a complete list of program partners, see attached.

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PROGRAM PARTNERS

1. Harlem Park to Park
2. Whole Foods Market
3. Columbia University – Harlem SBDC
4. Hot Bread Kitchen
5. Harlem Local Development Corporation