FOODAGRI.AI · SAMPLE REPORT

From a salsa idea to buyer meetings.

Every report we would hand Northfield Kitchen, a made-up food maker, as it takes a roasted tomato salsa from an idea to stores that reorder it. Twelve steps, one team.



Fictional brand, products and numbers, made for this sample. A real report uses your data, its sources and a reviewer sign-off.

CONTENTS

Twelve steps, one made-up brand.



01 · Idea and market brief

Make it · One-time report · 5 working days



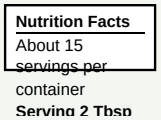
02 · Brand and name

Make it · One-time report · 7 working days



03 · Packaging and redesign

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05 · Barcodes

Get it ready to sell · One-time report · 2 working days

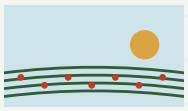
06 · Traceability records

Get it ready to sell · One-time report · 5 working days



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Get it ready to sell · One-time report · 3 working days



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Sell it · Monthly service · Monthly

STEP 01 · MAKE IT · ONE-TIME REPORT

Idea and market brief

Six answers about a roasted tomato salsa on one page: who looks for it, which rules apply, what codes it needs, what it sells for and who to call first.

OVERVIEW

SEARCH DEMAND
Rising
+38% in 12 months

FDA TRACEABILITY LIST
Yes
fresh tomatoes, peppers

NUTRITION LABEL
Needed
standard panel

BARCODES
2 GTINs, 1 case code
16 oz and 8 oz

SHELF PRICE BAND
$5.99 to $7.49
16 oz roasted salsas

FIRST STORES TO CALL
12
ranked by fit

Our read

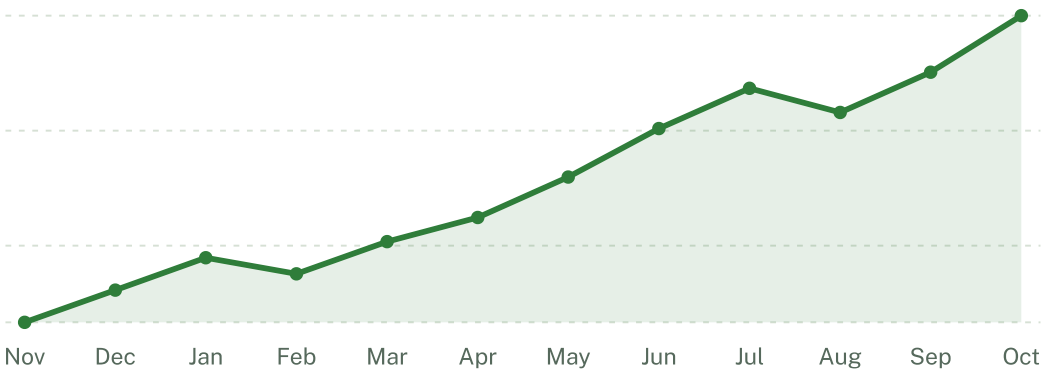
There is room for a roasted, medium-heat salsa in natural and regional grocers. Shoppers search for it more every month, and the price band leaves enough margin for a distributor and a store.

What could stop it

- Fresh tomatoes and peppers put it on the FDA traceability list, so records are needed before 2028.
- Glass jars push freight cost up; we price that in.

DEMAND

Search interest for “roasted salsa”, last 12 months



Index, 100 = the busiest month. Illustrative numbers for this made-up example; your brief uses national US search data.

What people type

1. best roasted salsa
2. roasted tomato salsa recipe
3. medium salsa brands
4. salsa without sugar

What it tells us

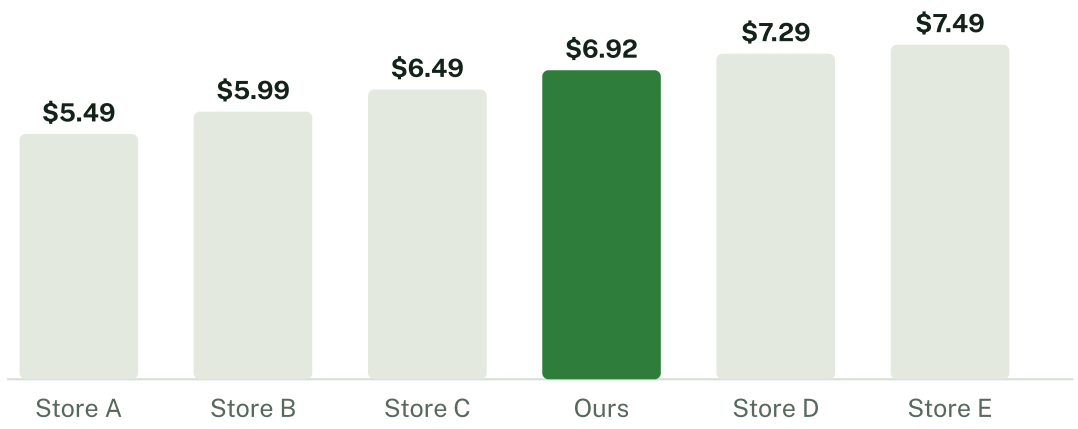
Interest peaks in late summer and at game season. Plan the launch for August, with stock in stores by July.

RULES AND CODES

QUESTION	ANSWER	WHAT WE DO
Is it on the FDA Food Traceability List?	**Yes** fresh tomatoes, peppers	Set up the records (step 6)
Does it need a Nutrition Facts panel?	**Yes**	Build it from the recipe (step 4)
Acidified food rules?	**Check** pH must stay at 4.6 or lower	Process review with your co-packer
Barcodes	**2 GTINs + 1 case code**	Plan every size (step 5)
Allergens	**None of the major 9**	State it clearly on the back

PRICE ROOM

Shelf prices of comparable 16 oz roasted salsas



Store names hidden. Your brief uses real shelf checks in your region.

YOUR COST TO MAKE
$2.40
per jar

YOUR PRICE TO DISTRIBUTOR
$3.60
you keep $1.20

SHELF PRICE
$6.92
inside the band

STEP 02 · MAKE IT · ONE-TIME REPORT

Brand and name

Three names tested for the shelf, the web and a trademark screen, then a wordmark, a colour set and a voice that sounds like the people who make it.

NAMES

Scores

Northfield Kitchen — Chosen

Reads on the shelf	92
Domain free	88
Trademark screen	90

Ridge & Row — Runner-up

Reads on the shelf	84
Domain free	61
Trademark screen	70

Sunline — Crowded name

Reads on the shelf	78
Domain free	40
Trademark screen	52

Why Northfield Kitchen

It sounds like a place, not a slogan. It reads from two metres away, the .com is free and the trademark screen found no food-class conflicts.

A screen, not legal advice. A trademark attorney confirms before filing.

WORDMARK

On dark

NORTHFIELD
KITCHEN
ROASTED, NOT RUSHED

On light

NORTHFIELD
KITCHEN
ROASTED, NOT RUSHED

One colour

NORTHFIELD
KITCHEN
ROASTED, NOT RUSHED

Small sizes

NK NK

A two-letter mark for lids, social avatars and case labels.

COLOURS

Field green
#2F5D3A
Bands, wordmark

Roast tomato
#B8402A
Flavour name, accents

Cream
#F6EFE2
Label ground

Harvest gold
#D9A441
Heat level, rules

Char
#1F1A14
Body text

Every text and background pair passes WCAG AA contrast.

VOICE

How we sound

- Plain words, short sentences.
- Proud of the farm, never boastful.
- We say what is in the jar, not what it will do for you.

Lines we would use

> “Roasted, not rushed.”

> “Tomatoes from rows we can name.”

> “Medium heat. The kind you finish the jar with.”

Lines we would not

~~“The world’s best salsa!!”~~
~~“Clean, guilt-free snacking.”~~

STEP 03 · MAKE IT · ONE-TIME REPORT

Packaging and redesign

The front and back of the jar laid out on its real size, shown before and after, and on a crowded shelf so you see if it stands out.

BEFORE AND AFTER

Before



Five claims, two fonts, no flavour you can read from the aisle.

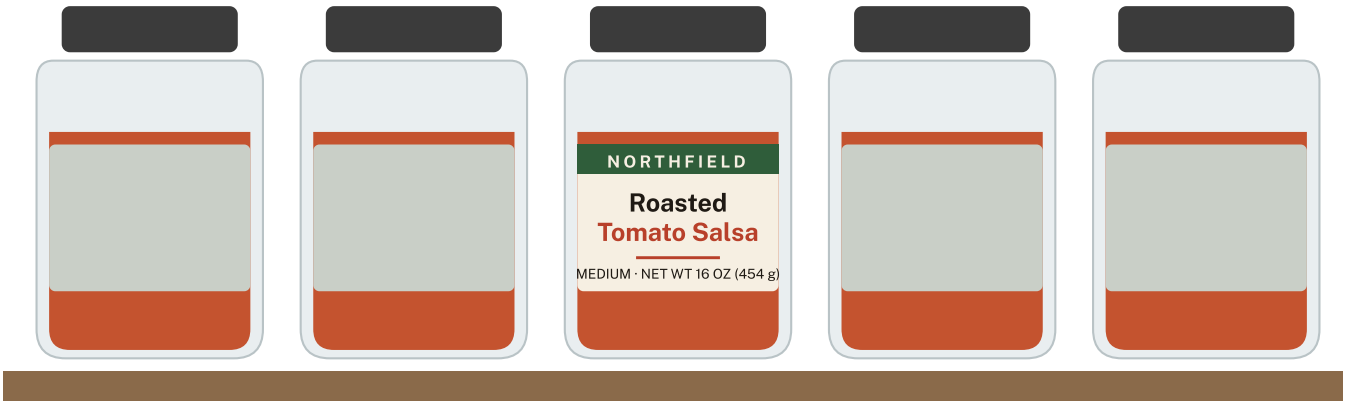
After



One name, one flavour, one heat level. Readable from two metres.

ON THE SHELF

Shelf test: five jars, one is ours



Other jars greyed out. Your test uses photos of the real shelf in your target stores.

BACK PANEL

Back panel layout



Printer checklist

- Bleed 3 mm, safe area marked
- Barcode at 100% size, quiet zones kept
- Net weight in the bottom third of the front
- Colours given as print values, proof signed

STEP 04 · MAKE IT · ONE-TIME REPORT

Nutrition label

A Nutrition Facts panel built from the recipe, with every value traced to where it came from and rounded the way the federal rule says.

THE PANEL

Print-ready panel

Nutrition Facts

About 15 servings per container

Serving size **2 Tbsp (32g)**

Calories **10**

	% Daily Value*
Total Fat 0g	**0%**
Sodium 230mg	**10%**
Total Carbohydrate 2g	**1%**
Dietary Fiber 0g	**0%**
Total Sugars 1g	
Protein 0g	

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

How it was built

1. Recipe weights for one 16 oz batch
2. Each ingredient matched to the USDA nutrient database
3. Cooking loss applied for roasting
4. Values rounded under 21 CFR 101.9

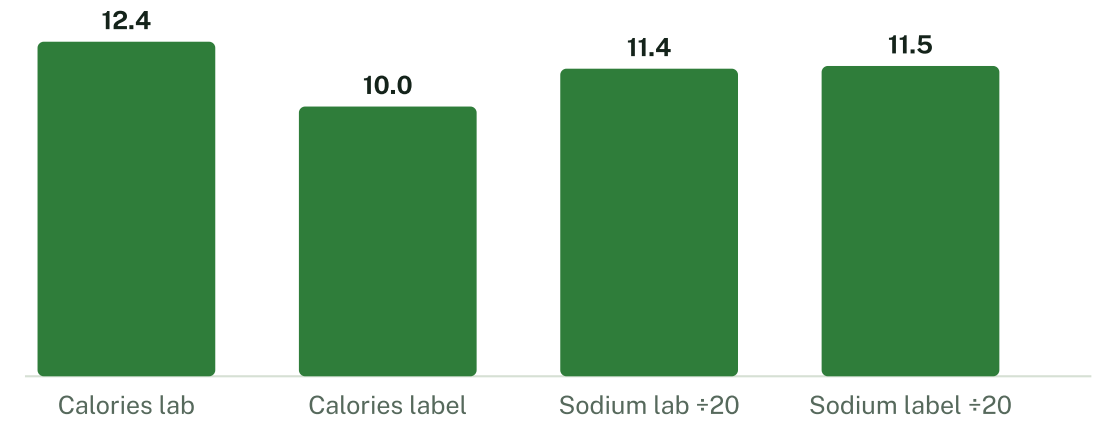
Example values for a made-up recipe.

WHERE EACH NUMBER COMES FROM

LINE	RAW VALUE	ON THE LABEL	SOURCE
Calories	12.4 kcal	10	USDA database, rounded to nearest 5
Sodium	228 mg	230mg	Recipe salt + tomatoes, nearest 10 mg
Total Carbohydrate	2.4 g	2g	USDA database, nearest 1 g
Total Sugars	1.3 g	1g	Tomatoes and onion, no added sugar
Total Fat	0.2 g	0g	Under 0.5 g shows as 0

ROUNDING

Lab number vs label number



The label is allowed, and required, to round. Calories under 50 round to the nearest 5; sodium between 5 and 140 mg to the nearest 5, above that to the nearest 10.

INGREDIENTS

Ingredient line

Ingredients: Roasted tomatoes, roasted peppers, onion, cilantro, lime juice, garlic, sea salt.
Contains none of the nine major food allergens.

STEP 05 · GET IT READY TO SELL · ONE-TIME REPORT

Barcodes

One number for every size, case and pallet, set up so a 2-D code can be added when your printer is ready for it.

THE PLAN

WHAT YOU SELL	CODE	WHERE IT GOES
16 oz jar	1 GTIN-12	Back label, scanned at the till
8 oz jar	1 GTIN-12	Back label
Case of 12 × 16 oz	1 GTIN-14	Two sides of the case
Case of 12 × 8 oz	1 GTIN-14	Two sides of the case
Each pallet shipped	1 SSCC	Pallet label, made at shipping

Illustration



Illustration only, not a scannable code.

UNIT, CASE, PALLET

How the numbers nest



2-D CODES

Getting ready for 2-D codes by the end of 2027

The same GTIN goes into a QR code with GS1 Digital Link. Shoppers scan it for recipes; the till still reads it as your product.

NOW

UPC on every jar

keep it

2026

Add the QR next to it

same GTIN

END OF 2027

Stores ready to scan 2-D

readiness target

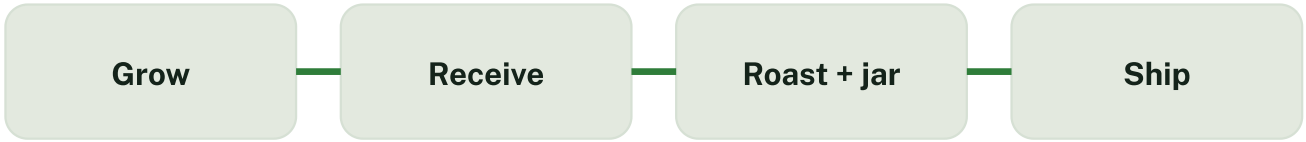
STEP 06 · GET IT READY TO SELL · ONE-TIME REPORT

Traceability records

Fresh tomatoes and peppers are on the FDA Food Traceability List. These are the records you keep, set up once so every shipment fills them in the same way.

WHERE RECORDS HAPPEN

Critical tracking events



Receive

Who sent it, what and how much, the traceability lot code and when it arrived.

Transform

Each jarred batch gets a new lot code that points back to the tomato and pepper lots used.

Ship

Who it went to, what, how much and the lot code, ready within 24 hours if FDA asks.

RECORD TEMPLATE

FIELD	EXAMPLE	FILLED BY
Traceability lot code	NK-2611-07	Batch sheet
Product	Roasted Tomato Salsa 16 oz	Batch sheet
Quantity	1,440 jars	Batch sheet
Input lots	TOM-2610-22, PEP-2610-09	Receiving log
Date	2026-11-07	Batch sheet
Shipped to	Regional distributor, DC 2	Shipping log

DATES

RULE IN FORCE
Now
records for listed foods

COMPLIANCE DATE
July 2028
FDA extended it

YOUR SETUP
Done in 5 days
templates and training

Cost and shelf price

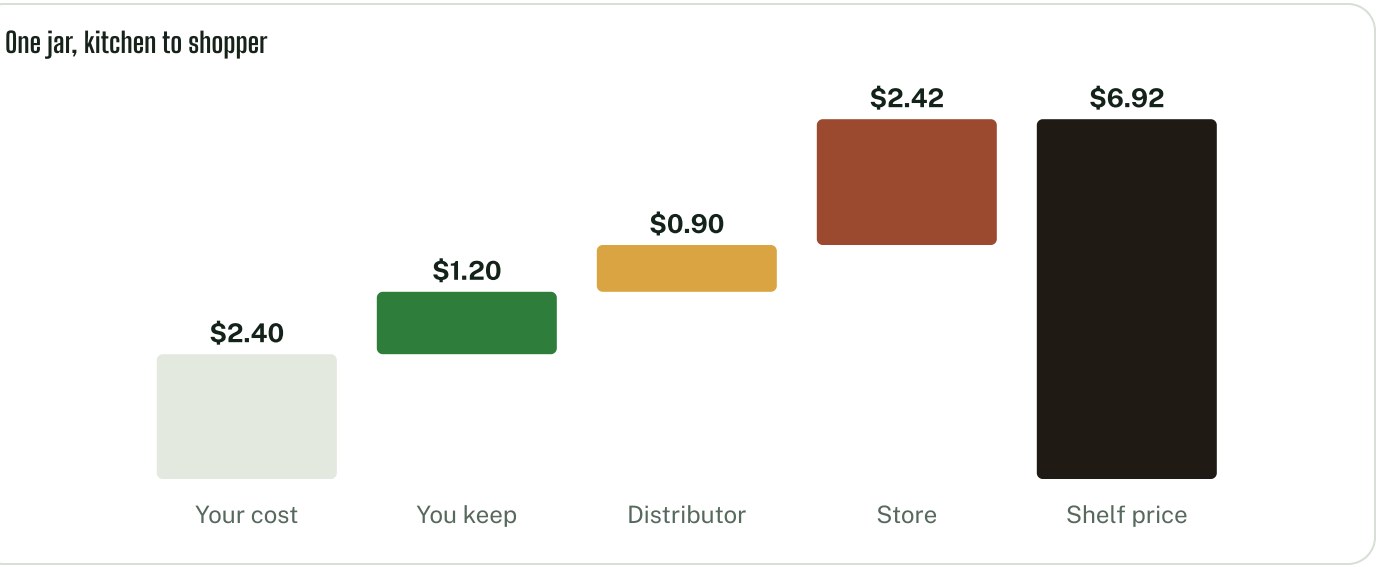
Worked back from the shelf, so the store, the distributor and you are all paid, with what happens if costs move.

ONE-PAGE SHELF PLAN

SHELF PRICE	YOUR PRICE TO DISTRIBUTOR	YOU KEEP PER JAR
$6.92	**$3.60**	**$1.20**
16 oz		33% of your price

DISTRIBUTOR MARKUP	STORE MARGIN	COST TO MAKE
25%	**35%**	**$2.40**
$0.90	$2.42	jar, lid, label, salsa

WHERE THE MONEY GOES



WHAT IF

IF…	SHELF PRICE	YOU KEEP	OUR ADVICE
Tomatoes cost 20% more	$6.92	$0.98	Hold price for one season
Glass jar +$0.15	$6.92	$1.05	Quote a second jar supplier
You sell direct to 3 stores	$6.49	$1.84	Worth it near home
Store asks 40% margin	$7.50	$1.20	Above the band; negotiate

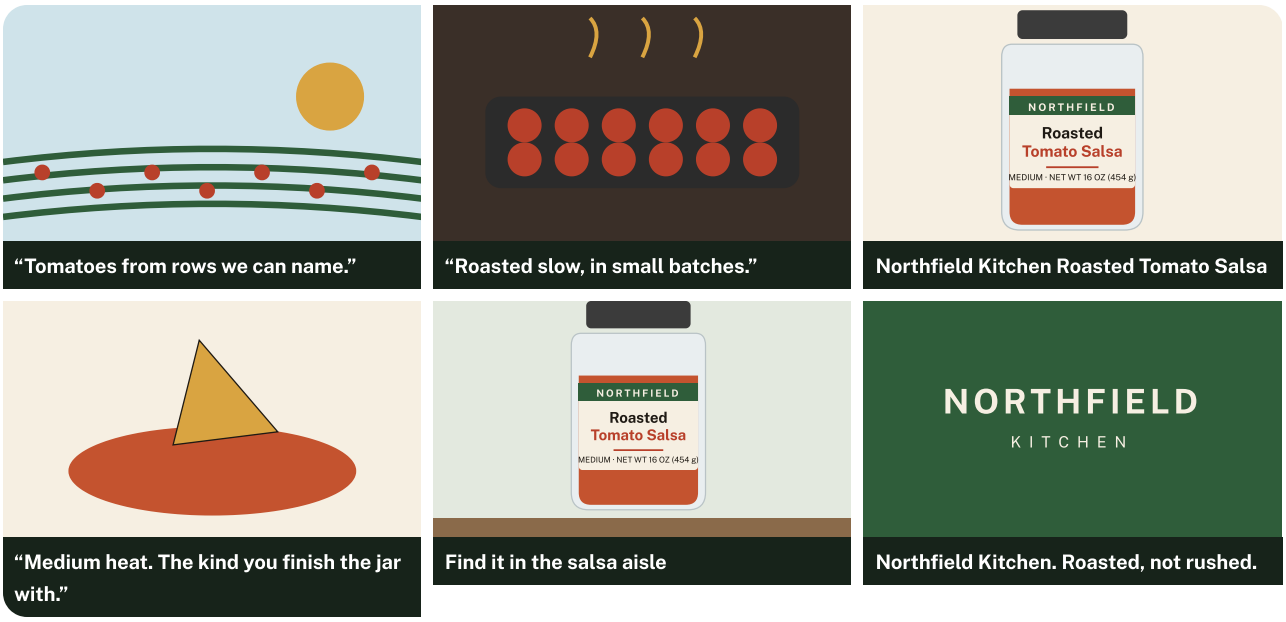
STEP 08 · GET IT READY TO SELL · ONE-TIME REPORT

Website and launch

A product page buyers read in a minute, launch posts in the brand voice and a 30-second video ad.

30-SECOND AD

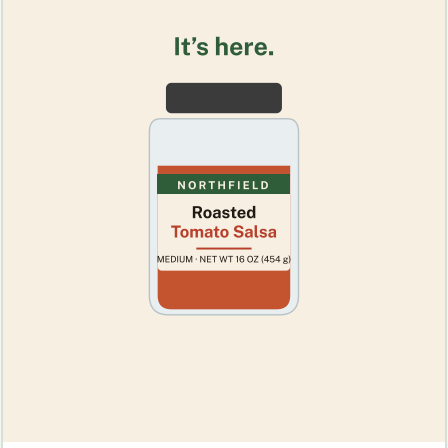
Video ad, storyboard and script



Six scenes, five seconds each. Your real ad is cut from your own product footage, or generated from your jar photos, in this voice.

LAUNCH POSTS

NK northfieldkitchen



It's here. Roasted Tomato Salsa, made in small batches from tomatoes we can name. Find it this week.

#salsa #smallbatch

NK northfieldkitchen



Forty pounds of tomatoes go into one batch. We roast them until the skins blister, then we stop. That's it.

#behindthejar

NK northfieldkitchen



For store buyers

$6.92 shelf, 35% margin
Case of 12, GTIN-14
FSMA 204 records ready

Category buyers: our Roasted Tomato Salsa is ready for regional shelves. Numbers, codes and records are in the one-pager.

WEBSITE CARE

SEO HEALTH
92 / 100
+11 since launch

PAGE SPEED
1.4 s
largest content, mobile

SECURITY SCAN
0 critical
2 low, fixed this week

UPTIME
99.98%
last 30 days

CHECK	WHAT WE DO	LAST RESULT
Search	Titles, descriptions and product schema on every page; one fix list a month	3 fixes done
Speed	Images compressed, scripts trimmed, checked on a mid-range phone	Good
Security	Monthly scan for outdated plugins, open ports and weak headers	2 low
Uptime	Checked every 5 minutes; you get a text if the store finder goes down	Up
Buyer pages	Sell sheet and FSMA 204 one-pager kept current	Current

Illustrative numbers for the made-up brand. Your report comes with each month's results page.

PRODUCT PAGE

Product page

northfieldkitchen.com/salsa



Roasted Tomato Salsa

Medium heat. Roasted tomatoes, peppers, onion, lime. Nothing else you need to look up.

Where to buy · For stores · Recipes

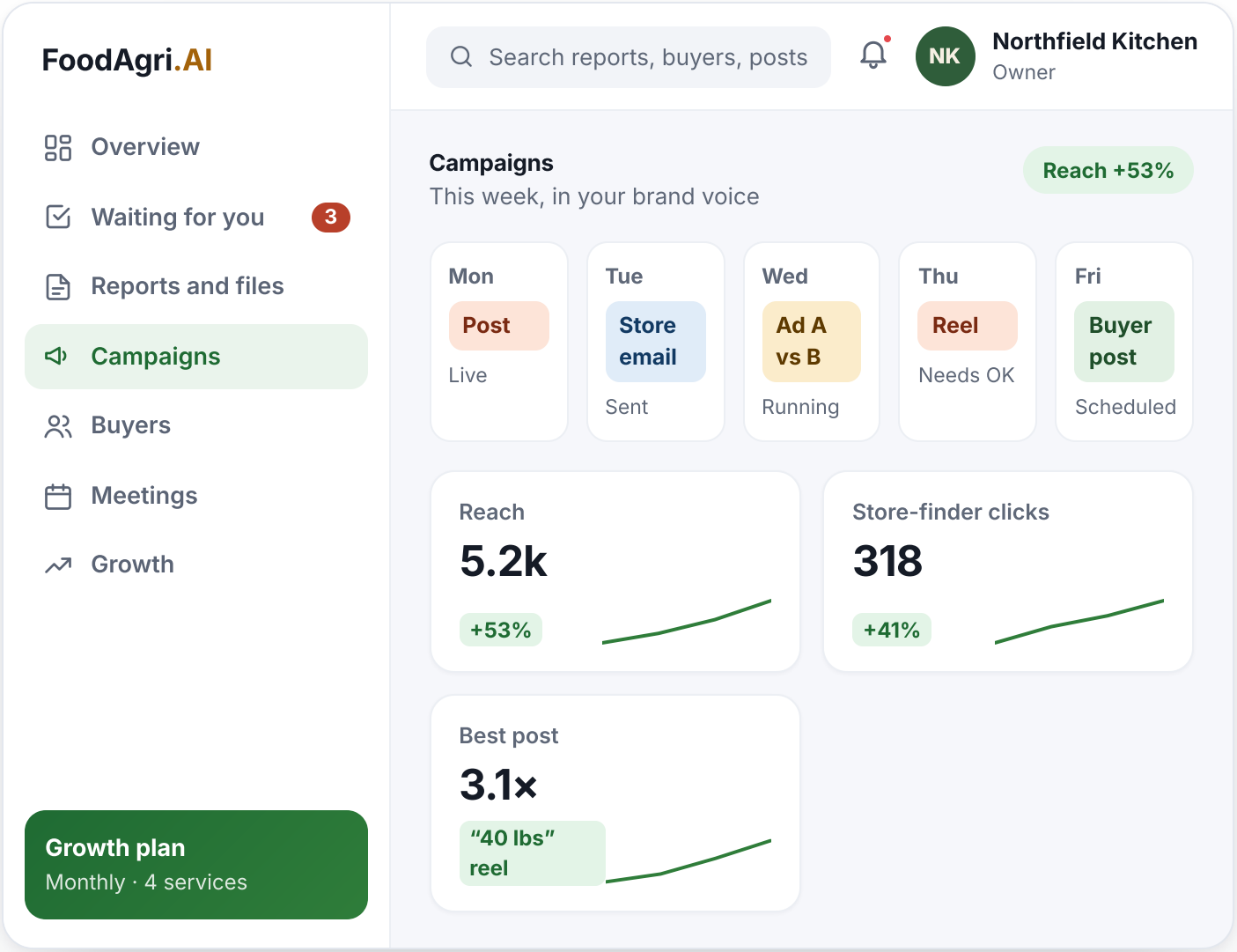
Find it near you

STEP 09 · SELL IT · MONTHLY SERVICE

Marketing campaigns

Posts, ads and emails in the brand voice every week, aimed at shoppers near the stores that carry you, and at the buyers who decide.

CALENDAR



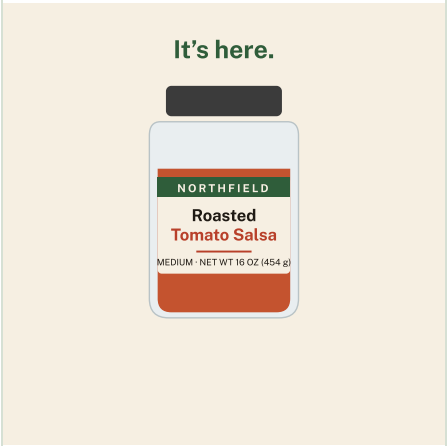
Four weeks, planned

MON	TUE	WED	THU	FRI
1 Post	2 Store email	3 Ad test	4 Reel	5 Buyer post
6 Post	7 Store email	8 Ad test	9 Reel	10 Buyer post
11 Post	12 Store email	13 Ad test	14 Reel	15 Buyer post
16 Post	17 Store email	18 Ad test	19 Reel	20 Buyer post

Social post · Email · Paid ad · Trade post for buyers

AD SET

NK northfieldkitchen



Roasted, not rushed. Medium heat, in the salsa aisle now.

Ad A · shoppers within 10 miles of a stockist

NK northfieldkitchen



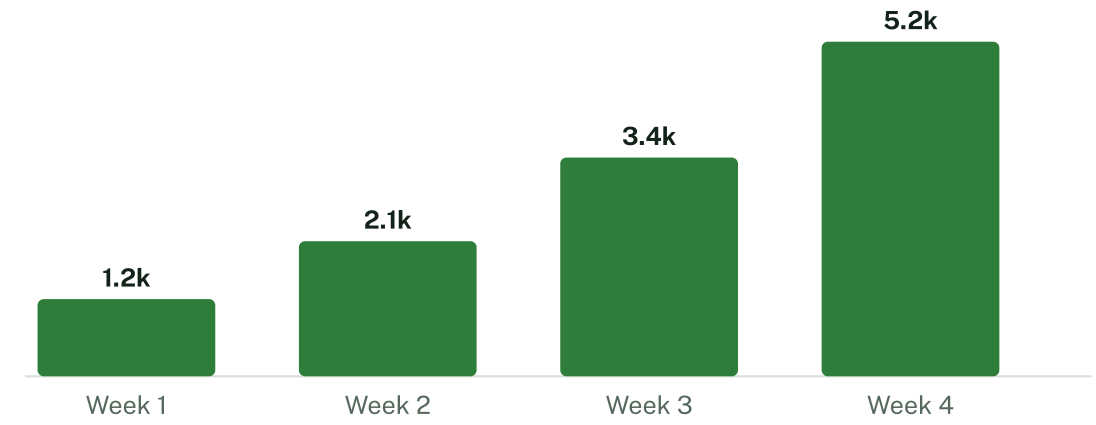
40 lbs of tomatoes. One batch. Taste the roast.

Ad B · same audience

We run A against B for a week and keep the winner.

RESULTS

Reach by week



STORE-FINDER CLICKS

318

month one

BEST POST

“40 lbs” reel

3.1× average

NEXT MONTH

More reels, fewer static posts

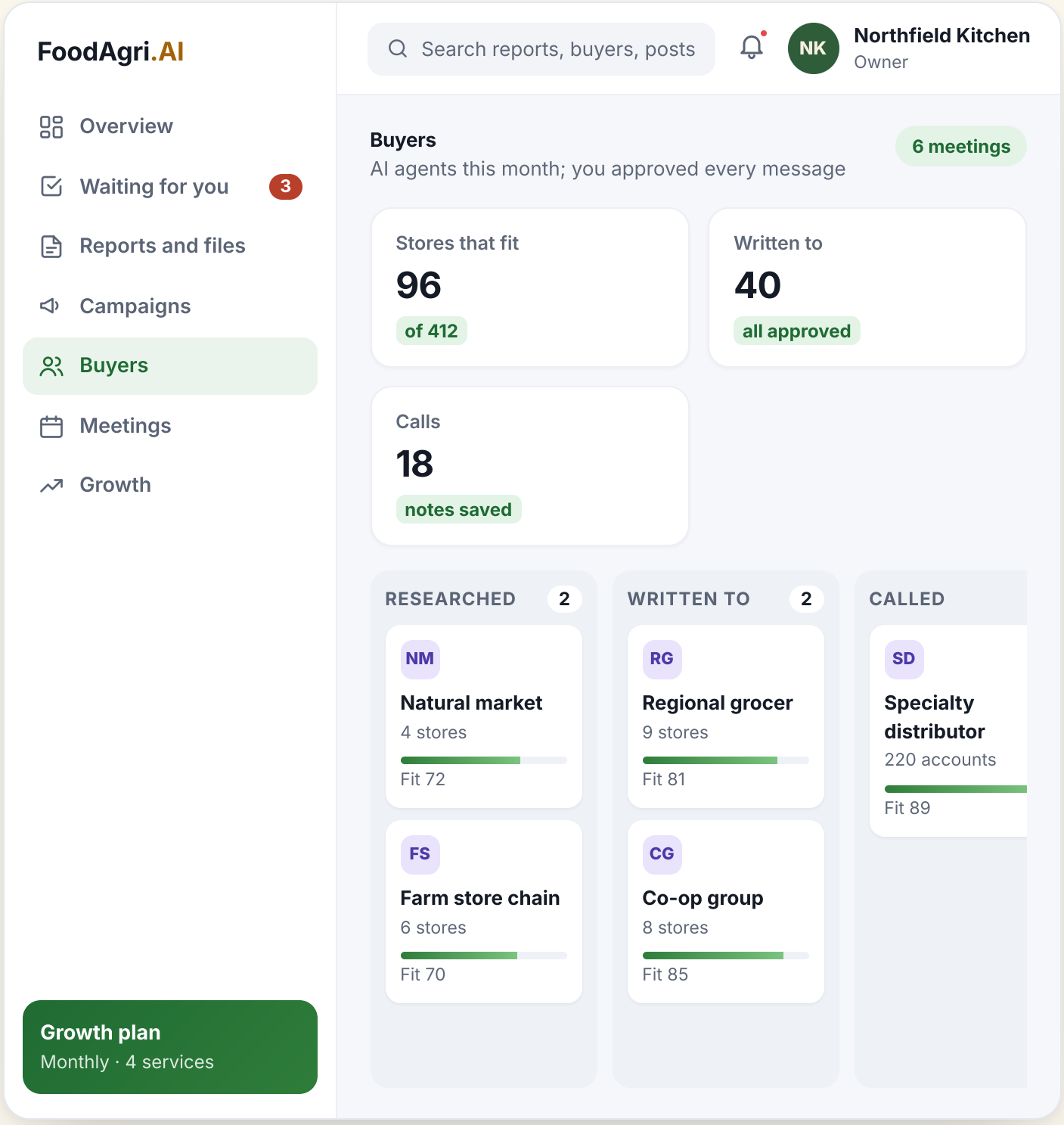
Illustrative numbers for the example.

STEP 10 · SELL IT · MONTHLY SERVICE

Buyers and AI agents

AI agents find the stores, distributors and brokers that fit, research each one, write to them and call them. You approve every message before it goes.

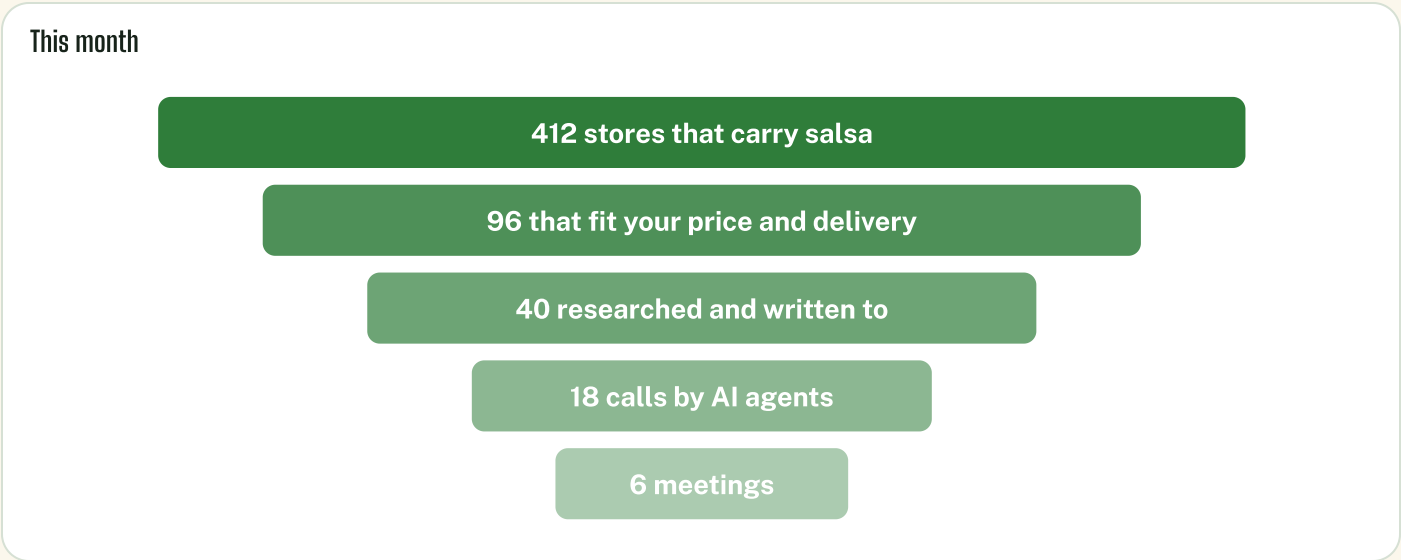
RANKED BUYERS



BUYER	SIZE	FIT	WHY
Regional natural grocer	12 stores · Mountain West	94	Stocks 6 local salsas; weekly delivery fits
Specialty food distributor	220 accounts · 3 states	89	Carries jarred dips; asks for FSMA 204 records
Co-op grocery group	8 stores	85	Local-first buying policy
Independent grocer	3 stores	78	Strong salsa set, $6.49 to $7.29
Natural channel broker	Covers 140 stores	74	8% commission, natural channel

Buyers are made up for the example.

FROM EVERY STORE TO A MEETING



A CALL, AS LOGGED

Agent call notes: regional natural grocer

AGENT
Hi, I'm calling for Northfield Kitchen about a roasted tomato salsa for your local set. Is now a good time?

BUYER
Two minutes. What's the shelf price?

AGENT
$6.92 for 16 ounces, 35% margin at that price, delivered weekly through your current distributor.

BUYER
Send samples and the sell sheet. Review is the second Tuesday.

AGENT
Will do. I'll book you a 20-minute tasting with the founder before then.

OUTCOME	NEXT STEP	SENTIMENT
Samples requested	**Tasting booked** see Meetings	**Positive**

YOU APPROVE

Draft email, waiting for you

To: Category buyer, regional natural grocer

Subject: Roasted tomato salsa for your local set

Hi, we make a roasted tomato salsa in small batches from tomatoes grown in rows we can name. It sells at $6.92 for 16 oz with a 35% margin, and our FSMA 204 records are ready. Could I send samples before your review on the 12th?

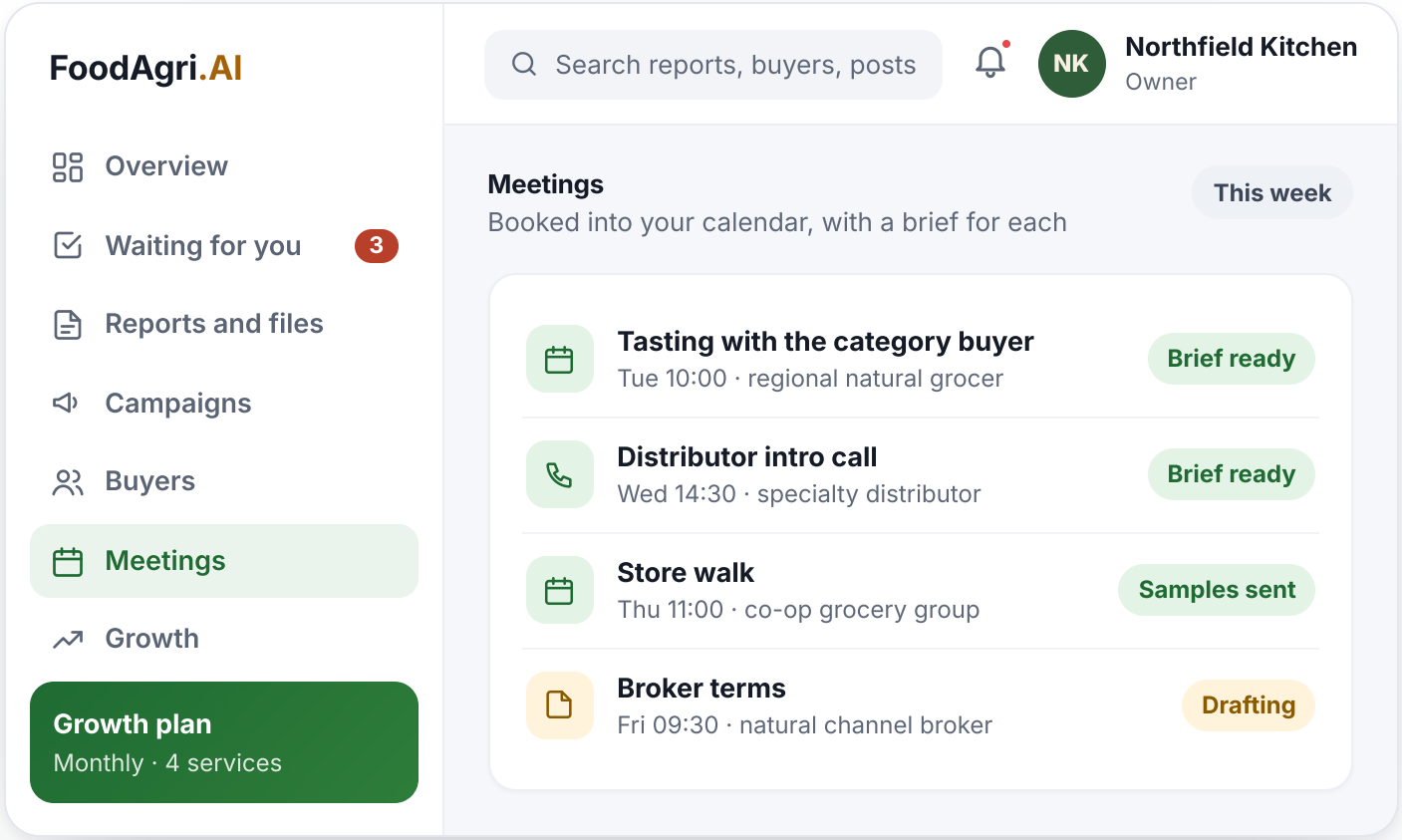
Approve and send | Edit

STEP 11 · SELL IT · MONTHLY SERVICE

Meetings booked

Interested buyers book straight into your calendar. Each meeting comes with a brief, the samples they asked for and follow-ups done on time.

THIS WEEK



Tue 10:00

Tasting with category buyer

Regional natural grocer

Bring: 6 jars, sell sheet

Wed 14:30

Distributor intro call

Specialty food distributor

Send: FSMA 204 one-pager

Thu 11:00

Store walk

Co-op grocery group

Bring: shelf plan

Fri 09:30

Broker terms

Natural channel broker

Agree: area, term, exit

MEETING BRIEF

Tasting with the category buyer

- They carry six local salsas; none is roasted.
- Their review is the second Tuesday.
- They asked about delivery days and the margin.

What to bring

- Six jars, chilled
- Sell sheet with codes and shelf price
- FSMA 204 one-pager

FOLLOW-UPS

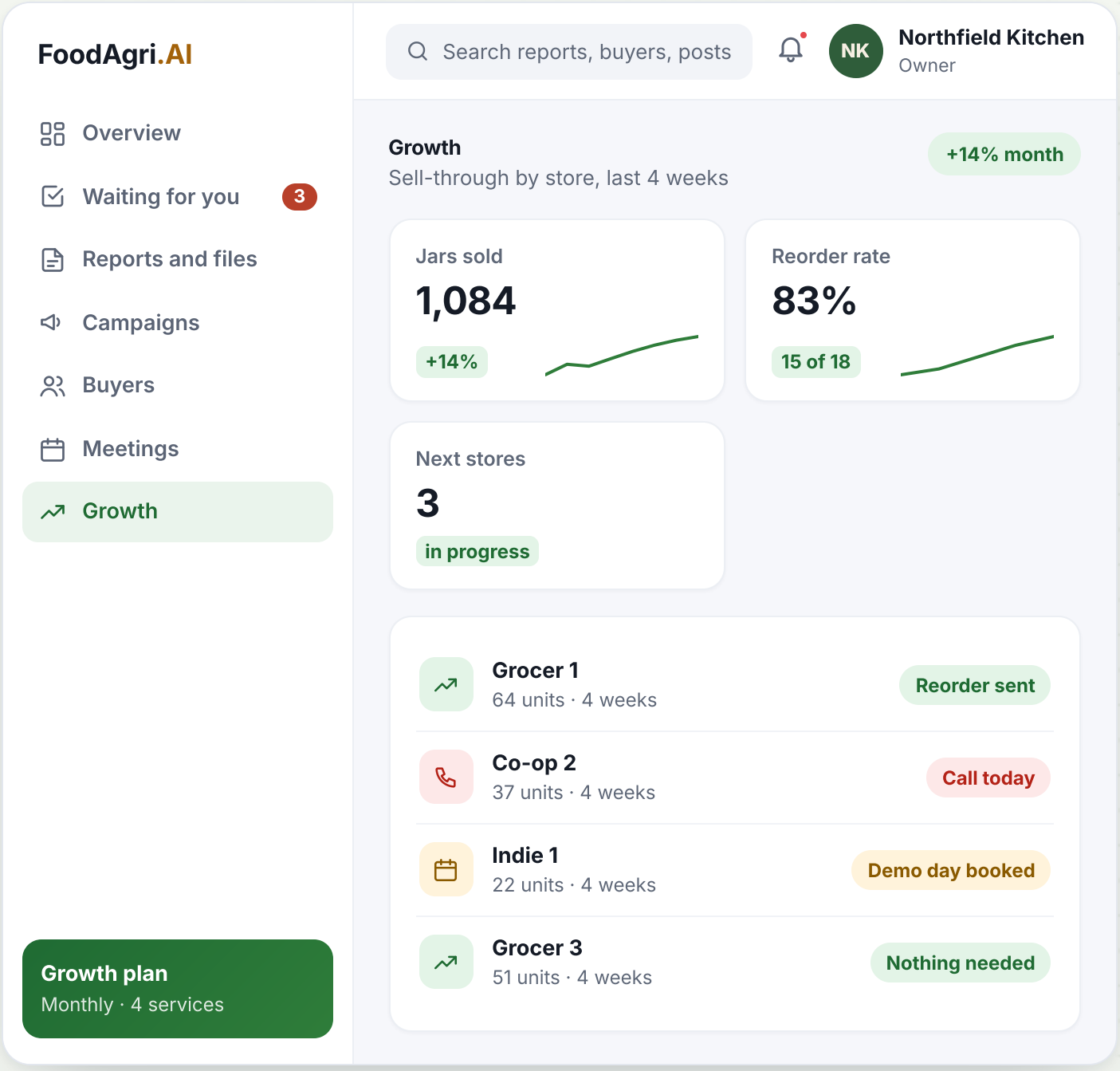
WHEN	WHAT	STATUS
Same day	Thank-you note with the sell sheet	Sent
Day 2	Samples shipped, tracking shared	Sent
Day 7	Check-in before their review	Scheduled
After review	New item form filled for the buyer	Ready

STEP 12 · SELL IT · MONTHLY SERVICE

Reorders and growth

Once you are on the shelf, we track what sells in every store, make sure reorders go out on time and pick the next stores to add.

MONTHLY REPORT



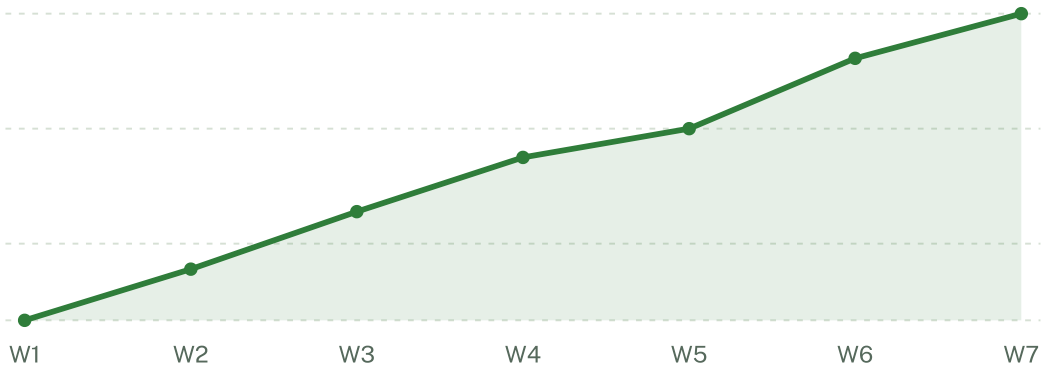
JARS SOLD THIS MONTH
1,084
+14% on last month

STORES CARRYING YOU
18
+4 this month

REORDER RATE
83%
15 of 18 stores

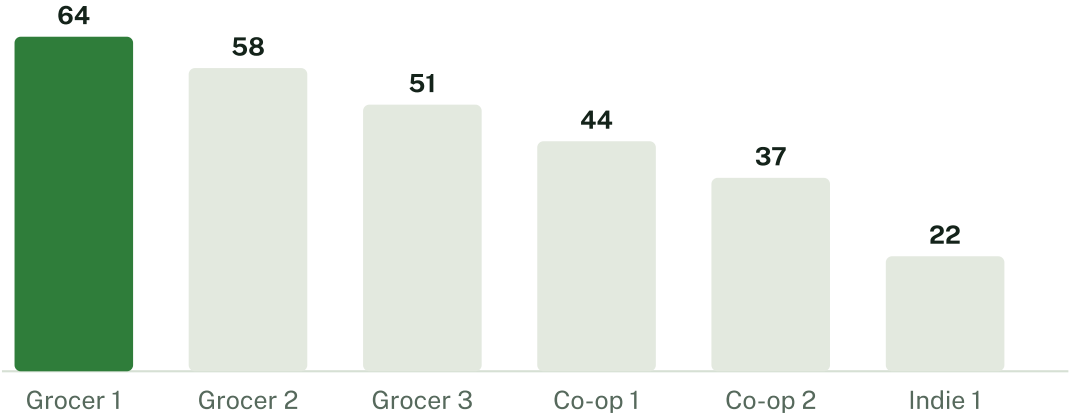
BEST SELLER
16 oz
71% of units

Units sold per week, all stores



BY STORE

Units per store, last 4 weeks



Store names hidden in this example.

REORDERS

STORE	LAST ORDER	SHELF COUNT	ACTION
Grocer 1	12 days ago	Low	Reorder sent
Co-op 2	20 days ago	Low	Call today
Indie 1	34 days ago	Slow seller	Demo day booked
Grocer 3	9 days ago	Fine	Nothing needed

NEXT STORES

NEXT STORE	WHY	STEP
Regional grocer, 9 stores	Same distributor, salsa set has a gap	Agent call this week
Natural market, 4 stores	Shoppers near two current stores	Samples sent
Farm store chain, 6 stores	Buys local, roasted is new to them	Meeting booked

Get your own report.

Tell us what you make and where you want it sold. The first call is 30 minutes; you get the first steps and the numbers.

foodagri.ai · leads@foodagri.ai