

Insurance Checklist for Restaurant, Grocery, Wholesale, & Institution Sales: Business Practice Summary

DR. TIMOTHY WOODS & ALEX BUTLER, DEPARTMENT OF AGRICULTURAL ECONOMICS, UNIVERSITY OF KENTUCKY

This list is MarketReady's best practices checklist for insurance. It summarizes interviews with chefs, food service directors, retailers, experienced growers, and industry professionals. It examines the basic business-to-business functions; however, specifics will vary across firms. Some will have well-developed standards and protocols for their suppliers, while others will be less formal. At the very least, these practices will help the grower or producer communicate with potential buyers regarding their expectations for each business function. These practices are offered as guidelines on expectations summarized by many firms. They are intended as reference points for self-examination of the farmer's business practices to evaluate readiness for commercial markets and as a checklist for communicating expectations held by specific buyers.

GENERAL

- I have asked the buyer what level of product liability insurance they require.
- I will verify with the buyer their company's vendor requirements for product liability, workers' compensation, and other insurance policies.
- I have added the necessary product liability insurance coverage for my farm.
- I note that my product is insured in my marketing materials.
- I have talked with my insurance provider regarding changes in my marketing activity

LIABILITY INSURANCE

- I have spoken with an agent about the proper liability insurance for my agribusiness.
- I have procedures in place for product safety.
- I have a process to identify and gauge product quality and operational safety concerns.
- I understand the different enterprises within my agribusiness and the liability coverage that satisfies each

PRODUCT RECALL INSURANCE

- I have spoken with an agent about Product Recall insurance.
- I understand how Product Recall insurance works.
- I understand the differences between first- and third-party coverages.
- I have made sure my coverage territory reaches where my products go.

CROP INSURANCE

- I have spoken with an agent about proper crop insurance for my agribusiness.
- I know the sign-up deadlines for my specific crop insurance.
- I understand how I report production history.
- I understand when and how to report crop damage.
- I understand the coverage level needed for my operation.

RISK MANAGEMENT

- I understand the different production and financial risks associated with my agribusiness.
- I understand my production and financial risk comfort level.
- I have developed clear goals for the enterprises I operate.
- I keep a strong record of production operations.
- I keep a strong record of my financials.

Expanded information and supporting resources are available at marketready.uky.edu.

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Feel free to contact us directly with comments, questions, or suggestions:

Dr. Timothy Woods

Agricultural Economics Extension Professor

402 Charles E. Barnhart Bldg., Lexington, KY 40546

859-257-7270 or tim.woods@uky.edu

Savannah L. Columbia

Agricultural Extension Associate Senior

407 Charles E. Barnhart Bldg., Lexington, KY 40546

859-218-4383 or savannah.columbia@uky.edu

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