



pickling
collective





Pickling

Established 2021

23 farms participating

Over 1,000,000 stems sold

Consistently supply to 4 counties

Over 350 clients served



Pickling's -Secret Sauce-





**Am I where I thought I
would be?**

How can I level up my farm?



Boundaries

Clear expectations from the beginning: MOU's & ND/NC

Be closed- Evenings & Sundays

*You can say no with an open door



“

**Lack of boundaries invites
lack of respect.**

~ Unknown



trvst



Customer Service

Be yourself - Unless you're grumpy, then hire a collective

Upgrades - Improve every year

Understand needs of clients & suppliers



What do clients & suppliers need?

Time

Quality

Quantity

Consistency

Ease of access



Communication

Buyers -

Image upload

Request product 4 weeks in advance

Shop live availability before market day

Access to check on order status as date approaches

Emailed how order was filled prior to pickup



Communication

Suppliers -

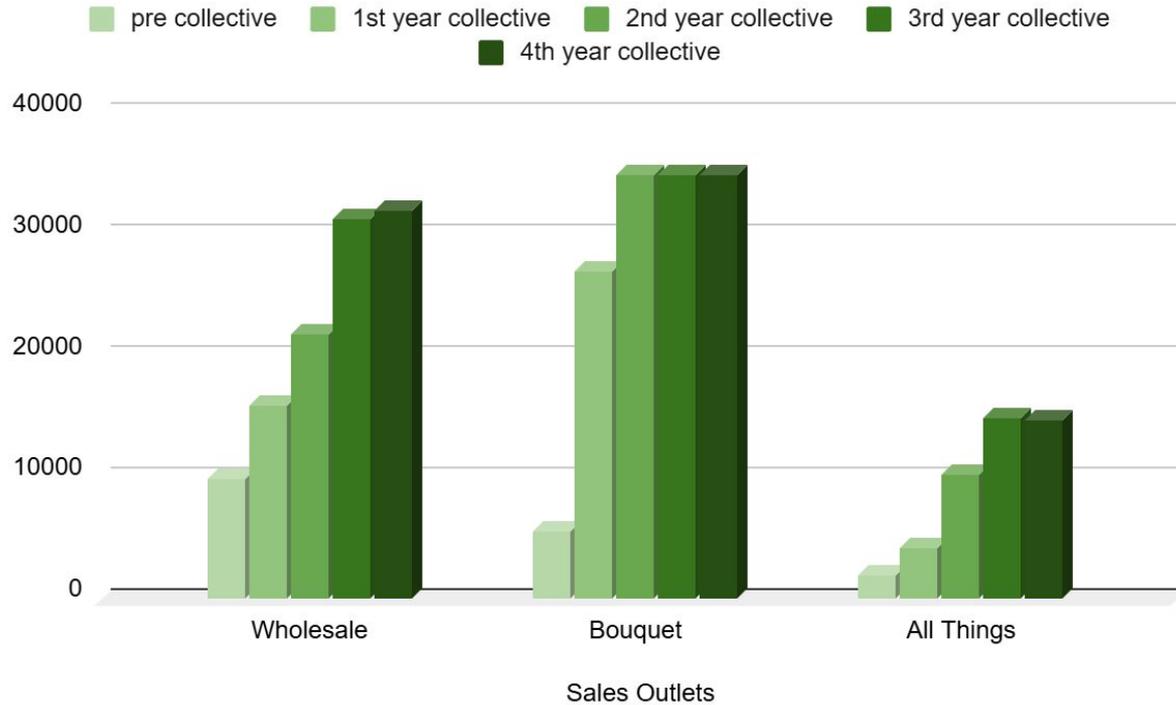
Quick and simple (SLACK) from us

Detailed - monthly Linq Ups

From Clients - directly through sales system



Boundaries + Customer Service + Communication = Success*



Secret Sauce is...

Software System

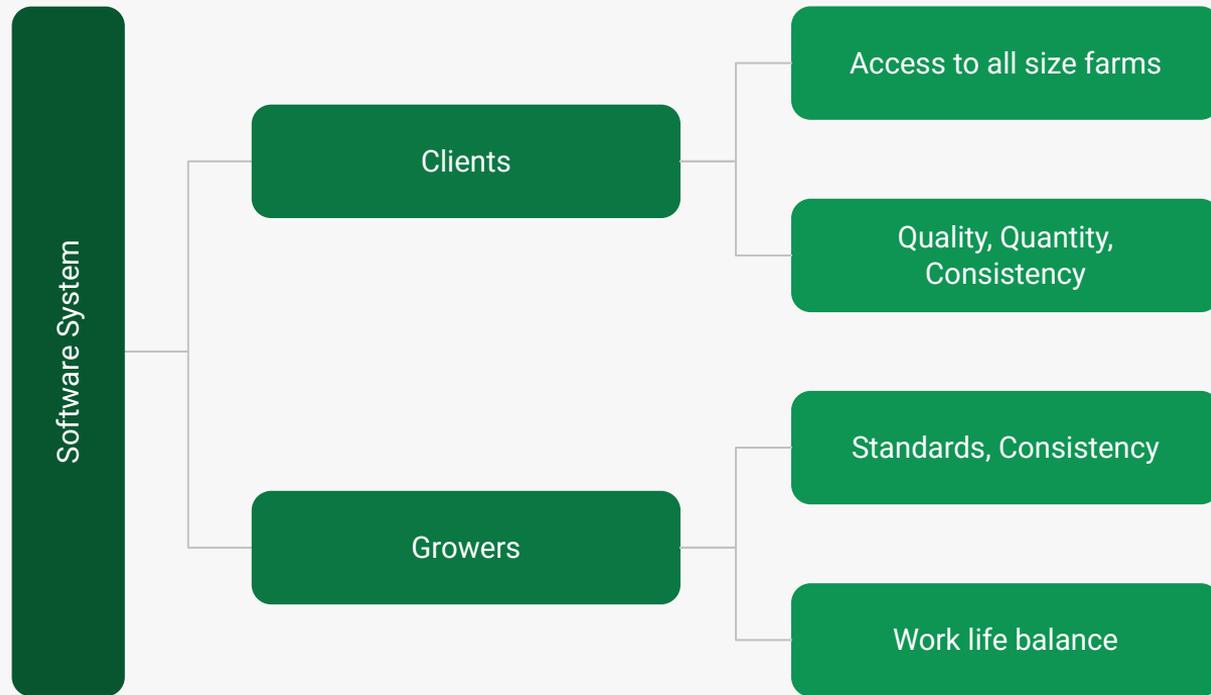


Why?

- It simplifies relationships with clients & suppliers
- Easy data to make good decisions
- Spend time on what matters
- Everything in one place
- Flexible retail & wholesale



How we met needs



Client Communication

[Product Requests](#) / PR811

Request - PR811

[EDIT REQUEST](#)

Pickup Date: February 17, 2026

Ordered By:  Pickling Collective

Business:  Pickling Collective

Pickup: Tuesday

Notes: Ooky Spooky colors. Some substitutions are ok if they are the same size and color. I would love suggestions for foliage

Total (est.): \$305.00



Requested Products

 Marigold ● Orange (Bright), Premium	0 / 5
 Dahlia - Large ○ White (Muted), Standard	0 / 10
 Dahlia - Medium ● Orange (Dark), Standard	0 / 3

View Requested Products

Search...

Pickup Date *



Show only unfulfilled

Show my commitments

Fulfill Product Request

 Marigold ● Orange (Bright), Premium	0 / 5	02/17/2026
 Dahlia - Large ○ White (Muted), Standard		Pickup Option Tuesday
 Dahlia - Medium ● Orange (Dark), Standard		

Additional Notes from Buyer:

Ooky Spooky colors. Some substitutions are ok if they are the same size and color. I would love suggestions for foliage

Reference Images:



Supplying Business *

Pickling Collective

Quantity to Fulfill

CANCEL

FULFILL



Reports

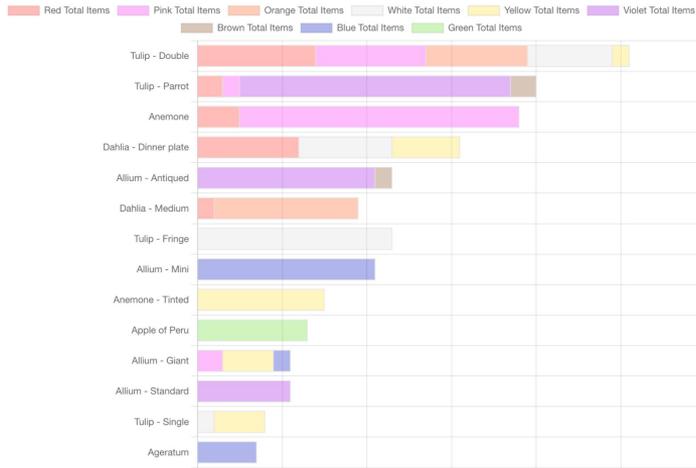
Sales Report

Group By: Product & Color Start Date: 02/13/2025 End Date: 02/13/2026 Supplier:

Buyer:

[RUN REPORT](#)

Sales Report: 02/13/2025 - 02/13/2026



Aged Out Report

Group By: Color Start Date: 02/13/2025 End Date: 02/13/2026 Supplier:

[RUN REPORT](#)

Aged Out Report: 02/13/2025 - 02/13/2026



Report Data

[DOWNLOAD REPORT](#)

Color	# Stocked	# Aged Out	% Aged Out
White	542	10	1.8%
Red	262	10	3.8%
Yellow	259	3	1.2%
Green	257	4	1.6%
Pink	193	8	4.1%
Blue	181	18	9.9%



Self Empowered-Supplier Snap Shot

Items Sold

Total Items Sold: 227

Total Sales: **\$2862.00**

Sales Share (100%): **\$2862.00**

Pickling Collective DEV Share (0%): **\$0.00**

< 1 2 3 4 5 6 7 > # per page 10

 Ageratum ● Blue (Bright), ● Red (Bright), Standard	\$9.00/per	× 4	\$36.00
 Ageratum ● Blue (Bright), Standard	\$9.00/per	× 2	\$18.00
 Ageratum ● Blue (Bright), Standard	\$35.00/per	× 1	\$35.00
 Ageratum	\$9.00/per	× 3	\$27.00
 Allium - Antiqued ● Brown (Pale), ● Red (Muted), Premium	--/per	× 2	\$NaN
 Allium - Antiqued	\$12.00/per	× 5	\$60.00
 Allium - Giant ● Yellow (Bright), Standard	\$10.00/per	× 3	\$30.00
 Allium - Giant ● Pink (Muted), Standard	\$10.00/per	× 3	\$30.00
 Allium - Giant ● Blue (Bright), Standard	\$10.00/per	× 2	\$20.00
 Allium - Mini ● Blue (Pale), Standard	\$10.00/per	× 5	\$50.00

< 1 2 3 4 5 6 7 > # per page 10

Uploaded Inventory

Items Stocked: 1549

 Ageratum ● Blue (Bright), Standard	× 7
 Ageratum ● Blue (Bright), ● Violet (Bright), Standard	× 10
 Ageratum ● Green (Bright), Standard	× 5
 Ageratum ● Green (Muted), Premium	× 12
 Ageratum ● Orange (Pale), Standard	× 5
 Ageratum ● Red (Bright), Standard	× 5
 Agrostemma/Corn ● Cackle	× 1

Aged Out

Items Aged Out: 50

< 1 2 > # per page 10

 Allium - Mini ● Blue (Pale), Standard	× 12
 Amaranth - Megarant ● Red (Muted), Standard	× 1
 Delphinium-Bella ● Donna - Bella Donna ● Pink (Muted), Premium	× 5



Then...

16 Farms/Growers

2 Days per week

800 sq/ft Space

Handwritten receipts





...Now

23 Farms/Growers

Delivery

3 Days per week

1,600 sq/ft space

600 sq/ft cooler

Automated Sales system

Less labor costs



Pickling's Secret Sauce fits in many industries



Reflect

- What are you lacking for success (communication, customer service, boundaries or)?
- Are you achieving the success you envisioned?
- Could you benefit from a secret sauce?



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