



# 2017 FRUIT SALE REPORT

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## Summary:

The 2017 Annual Fruit Sale had its challenges.

Fruit sales gross sales totaled \$47,444.50 and total expenses were \$36,521.28 leaving a net profit of \$10,923.22. We will be receiving a reimbursement of \$957.11 from De Simone due to an error in printing our order form, giving us a gross profit of \$11,880.33. This is down from last year's gross profit of \$13,633.00

I had an amazing group of very dedicated volunteers, very motivated students selling the products along with a great Admin Assistant that help me with a lot.

## Planning & Preparation:

The binder with all the information in it from previous years was a huge asset helping me prepare for this event. The calendar of all the dates and when the different tasks needed to be done or take place was also extremely helpful. The dates were already decided prior to me taking on this position so it came in very handy to know when everything needed to get done.

This year De Simone added Organic Extra Virgin Olive Oil as well as a gift pack of Organic Extra Virgin Olive Oil, Organic Balsamic Vinegar and Organic White Vinegar to their list of products to sell. We decided to offer these products to our customers as well. However, when adding these products along with the regular date changes, the cookie dough product got added to our order form by mistake and was not caught prior to mass printing and shipping. Because there was no time for the forms to be reprinted and shipped back out to us we had Leech Printing print us new forms with De Simone covering the cost. We have not yet received reimbursement for this, so I have followed up with Harold our representative and hope to have an answer for you at the meeting.

Delivering the order forms to the students went well. Thanks to the band directors for giving up some of their precious class time to let me talk to all the students about the selling of the fruit.

Using "Sign-Up Genius" on the website worked very well. It was a very easy program to use both for setting up the dates and for parents to sign up to volunteer. I didn't receive any communication saying that they couldn't get signed up. We did send out a couple of reminders to please sign up if you haven't done so already as we didn't have enough volunteers but in the end, we did have enough, and all worked out well.

## Ordering & Distribution:

After tabulating the order forms, sales were down drastically from previous years. It was decided at our monthly meeting that we send out a mass e-mail to all previous year customers letting them know there was still time to order if they had not done so yet. From this we received an additional 5-7 more orders.

Tabulation day went well. I had started the process and worked on it during the week leading up to tabulation day so when it came time for the volunteers to do their part we were done earlier than expected. This meant that we didn't need the afternoon workers so I sent out a mass e-mail through Sign Up Genius letting the next group of workers know that they weren't needed.

Thanks to Anna and Crocus Plains for letting us do the data entry at the school. It is nice to have the room and enough computers for everybody to work together. After a little hick-up and a reason why you make back-up files we got the data entry underway and all went smoothly. We did however need the second night to finish up the entries and file the paper orders into alphabetical order. When I balanced the money to the orders there were a couple of mistakes, which are to be expected with that many orders, but all in all it was pretty good. The database is getting old and outdated and there were several glitches happening. I believe that getting a new database created is going to have to be addressed.

Distribution days had to be switched this year because the fruit wasn't going to be ready for our original dates. This was do to the bad weather that the USA was experiencing. They could have fruit for us, but it wasn't going to be the best fruit, so we decided to push our dates back a week. Everybody that I contacted to make changes (ie ACC, the Division and most of all the volunteers) were very understanding and accommodating.

The space for distribution was at ACC again this year and it worked out great. Les and the staff at ACC were great to deal with, they helped with the unloading and loading of the fruit and Les even sold the last of the fruit to his co-workers. Their help was greatly appreciated and a thank you letter was sent to them.

When the fruit was unloaded and organized the way we wanted, we took an inventory of the fruit and realized that De Simone sent us an extra pallet of Grapefruit and shorted us a pallet of Oranges. After counting and double counting and making sure that the grapefruit were indeed grapefruits we called De Simone with the problem. After many phone calls back and forth De Simone said that the best they could do was get our missed oranges to us on Monday. We were not happy with this but they said that they couldn't get it to us any sooner. They didn't know what they were going to do about the grapefruit but until they figured it out we were to try and sell it. On Friday De-Simone had a truck come and pick the remainder of the grapefruit up. Another huge thanks again to Les because he came to my rescue. He loaded the fruit with the forklift as well as gave us some packing wrap! If it wasn't for him I probably would have had to load the 100 plus cases onto the truck myself. When the oranges arrived on Monday Myrna stored them in her heated garage. This was so the temperature could be adjusted so that the oranges would not freeze but could stay cool. The customers or students were advised to pick the

oranges up at Myrna's house on Tuesday. This was a huge undertaking and I think it was finally all over by Thursday with Myrna taking the remaining oranges that hadn't been picked up to either the schools where the student attended or to the Samaritan house. Thank you very much for doing this Myrna!

The 3 distribution days went ok. We had some trouble with the networking but did some work arounds and managed to push our way through it. This year again anybody that hadn't picked their fruit up by mid way through the evening on Wednesday got a phone call to say their fruit wasn't picked up. By the end of Thursday there were just a few people that hadn't picked their fruit up. I thought this was pretty good considering that we had to change the pick-up days. However, we did receive quite a few complaints that their fruit was either rotten or not very good. In some of the cases most of the fruit was bad so we made the decision to refund these people their money in hoping to keep them happy so that they will buy fruit in the future.

We did order some extra fruit of the popular items and sold all this extra fruit. I sent all the leftover fruit to the Samaritan House which was about 4 boxes of apples. These were either fruit that was sent extra by De Simone or not pick up by the customer as we did not order any extra apples.

Prizes:

This year we gave the students the choice between a prize or cash. The top seller and the draw for selling \$150.00 or more in product had a choice between an Ipod Touch, Beats Headphones or \$300.00 in cash. The students really seem to like the chance to win the cash. The cash was the item that all the students got most excited about. The cash also encouraged our top seller to sell what he did. He was not going to sell anything this year because he won the prize last year but when he heard that he could win cash he was going to try and win again and he did selling over \$1700.00 when all was said and done. However, sales were way down this year so maybe something else needs to be done. Also, the students weren't very excited about the \$10.00 prizes for each class/grade. In fact, a lot of them thought it was a joke. These will have to be discussed when deciding next year's prizes.

Conclusion:

There are a few suggestions that I would have for next year:

1. If we want to send out an e-mail letting people know that the fruit is available for sale we should do it a bit sooner. I know this year it was a last-ditch effort to get some extra sales. I think it's a good idea, just do it a bit sooner.
2. Is the week we hand out the order forms a good week? I'm not sure if it can be changed or if this has been discussed in the past but just thought I would bring it up. This is the week the Gr. 8's go to camp and are busy prepping to get ready to go so it is difficult to come into their classroom to hand out the forms.
3. Advertising. As I go back over the last 3 or 4 years of the final fruit sale report and look at the financial break down it seems like our advertising is going down and so are our profits. However with this being my first year and learning all the ropes I maybe could have done a better job in promoting it through social media and other free ways of advertising. This, I feel needs to be looked at for next year.

- Our Access database is starting to have lots of glitches and reports not working properly or we need new reports created. This needs to be addressed and we need a new one created. Myrna had an idea of approaching ACC and see if they can create a new database for us as one of their course projects.

In conclusion this was my first year in organizing the fruit sale and it has been a tough and trying one. Some of the bumps have been first time mistakes in doing the job and some of them have been errors out of my control but all in all we made it through. I would have never been able to complete the job with out all the help from the volunteers including those that have done it for several years and know the routine. I would also like to thank Myrna for all her help, she was always there for me. Her expertise was greatly appreciated and she was a great partner to work with. I am hoping that things will go smoother next year for everybody involved

Respectfully Submitted,  
Melissa Jansen

	2016/17	2017/18	Notes
Total Sales	\$53,348.25	\$47,444.50	
Expenses:			
Cost of Fruit	\$37,262.50	\$33,505.80	
Sales Kit Instructions & Envelopes	\$80.00	\$160.37	
Advertising	\$334.65	\$0.00	
Prizes	\$1918.34	\$1780.00	
Other Expenses			
Reimburse fruit (rotten, never received etc)	\$0.00	\$118.00	People that weren't happy with their fruit
Misc	\$66.93	\$957.11	Cost of Leech Printing -De Simone is to Reimburse us – I have followed up
Total expenses	\$39,662.42	\$36,521.28	
Gross Profit	\$13,685.83	\$10,923.22	
		\$957.11	When we get reimbursement from De Simone
		\$11,880.33	