

## **PURCHASING LOBSTER...STRATEGIES AND PERSPECTIVES**

**The Monstah in the Lobstah**

**Planning Ahead is Crucial**

**Supply Chain Components...From the Trap to the Yap**

**Collectively, We Can Only Control/Influence Half of the Supply Chain Components**

...and that is assuming two things happen first:

- The Lobsters Decide to Crawl into Traps
- People Decide to Put Lobster in Their Mouths

**How to Get to the Front of the Pecking Order**

**Be a Partner with the Packer, Make the Packer Be a Partner with You**

**Communication is Key, Forward thinking is Key**

**Determine Your Priorities**

**Quality, Quantity, Value**

**Pick Any Two Short Term, You Need All Three Long Term**

**Know Your Source!**

**Lobster is Expensive. Even Little Problems Can Cost You a Lot of Money and Headache**

**Low Hanging Fruit Can Be Poison...Beware!**

**Raw Material Distance to Plant...Closer is Better**

**Technical Specs, Third Party Audits**

**Distributor Markups**