Turning a Written Customer List Into a Seed Enquiry: A Practical Walkthrough

This guide explains how the wholesale seed offer from Bulk Seeds International is structured for seed shops, garden retailers and resellers. It shows how the catalogue, the enquiry basket and the quotation process fit together, and where official import guidance has to be checked before a shipment is agreed. The aim is to give retail buyers a shared basis for planning an assortment and preparing a trade enquiry.

Who the wholesale offer is aimed at

The catalogue is intended for retailers and resellers rather than for end customers. It covers vegetable, herb and flower seeds as well as microgreens and sprouts, organised into categories and a species A–Z index. Retail buyers can use these groups to build a range, but the catalogue structure is a finding aid, not a recommendation of what will sell in a particular shop.

What the catalogue contains

The catalogue lists several thousand entries across the main seed groups, with sub-groups such as tomatoes, cabbage and kale, peppers and leafy greens under vegetables, and annuals, biennials and perennials under flowers. Herb records are kept at species level, for example separate records for Ocimum basilicum, Ocimum americanum and Ocimum sanctum, with named selections such as Genovese, Dark Opal, lemon basil and Holy Green appearing as different varieties. Trade descriptions alone, such as lemon basil, can appear in more than one record, so the botanical species and the original SKU matter when a precise bulk request is made.

How the enquiry basket works

Buyers select the varieties and quantities they need and add them to an enquiry basket, then send their business contact details, destination and packaging requirements. Submitting an enquiry does not place an order. The supplier reviews availability, prices and shipping conditions before making an offer, and the enquiry is non-binding. Varieties that are not listed can still be requested by naming the species or variety, the quantity and the destination.

Details that belong in a trade enquiry

A useful enquiry carries the botanical name and variety, the required quantity in the unit recorded for the product, the destination country and postal code, a requested delivery date and the packaging requirements. Buyers should also state which documents their business needs. A price per kilogram and a price for a stated number of seeds are different bases, so the recorded unit of the product should be used rather than assumed. Pack size, available quantity and final price are confirmed in the quotation.

Import conditions differ by destination

Official import requirements depend on the destination and on the goods. For Great Britain, current GOV.UK guidance on imports from the EU applies to shipments to England, Scotland and Wales, while Northern Ireland follows separate official plant import instructions. For Australia, the conditions depend on the species and the country of origin, and BICON should be checked for each botanical name to see whether a species is permitted and which documents, permits or treatments apply. Not all seeds share the same documentation requirements, and a catalogue listing does not confirm import eligibility for every destination.

What is confirmed only in the quotation

Shipping charges, delivery arrangements and any documentation costs are set out in the quotation, not in the catalogue. Responsibilities for documents, customs clearance, duties and taxes have to be clarified before a shipment is agreed. A requested delivery date is not a confirmed delivery commitment; the agreed arrangements are recorded separately, and supply terms are agreed on their own rather than through the enquiry itself.

Related documents

Bulk Seeds International

Seeds Across Borders and Seasons: A Retailer's Short Guide to Wholesale Buying

Criteria Grid for Comparing Seed Packaging Options in Quotations

Worksheet: Facts a Colleague Must Inherit When Taking Over Seed Buying

Planning the Handover From Accepted Quotation to Shelf-Ready Seed

Seed Lot Quality and Supplier Claims Answered Briefly

Who a Wholesale Seed Catalogue Is Actually Written For