

The most common purchasing patterns are:

- **Daily** — Some products such as milk, bread and doughnuts might be purchased daily, meaning the producer will have to deliver the product frequently. These products are usually perishable.
- **Weekly** — Generally these products have a 3- to 6-week shelf life. For these products, careful control of production inventory will be necessary. A producer must have the ability and capacity to store products between deliveries.
- **Monthly** — These require a larger consumer territory if the consumer only buys one item per month compared to one per week. Delivery will be less often and storage will have to be increased, either on the shelf or in the back room.
- **Seasonal** — These are products that generally are associated with a specific growing season or holiday. These types of products usually are sold only during one time period each year.

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... and justice for all

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