Food processing plants don’t buy pest control.

What do they buy?

They don’t buy Pest Prevention and Exclusion. They buy _____ .
They don’t buy Pest Monitoring and Control. They buy _____ .
They don’t buy Orkin InSite® / Comprehensive Reporting. They buy _____ .

The Buyer’s World

An operating food processing plant must keep food safe and orders moving while ingredients, incoming shipments, and daily operations continually expose it to pests.

The absence of visible pests doesn’t eliminate that exposure. An incident can force the plant to hold or discard product, stop production, or miss a delivery. Unresolved issues and incomplete records can also put customer approval at risk.

For a plant selecting or replacing an ongoing provider, the investment affects whether the business can consistently deliver what its customers expect.

What Buyers Really Want

Protect food and ingredients from pest-related contamination and loss.

The plant wants usable ingredients and saleable finished products. Preventing contamination protects the money already invested in materials and production. Less discarded food provides evidence that this investment is protecting the business.

Sample problem statement:

> “Pests can contaminate our ingredients and finished products, forcing us to discard food and absorb the loss.”

Maintain reliable production and shipment schedules

The plant wants production to proceed and orders to ship as promised. Fewer pest-related shipment delays protect delivery reliability. That reliability helps retain customers and builds a delivery record that can help win new ones.

Sample problem statement:

> “When affected product cannot ship, we miss delivery commitments and leave customers short.”

Maintain audit readiness and satisfy pest management requirements

The plant needs to demonstrate that pest risks are being managed, including when no pests are visible. Current records and completed corrective actions support customer approval and reduce the scramble before an inspection. Fewer repeat pest-related audit findings help demonstrate that recurring issues are being addressed.

Sample problem statement:

> “Gaps in our pest management records or unresolved pest issues can lead to audit findings and put customer approval at risk.”

Why Your Product Matters

Orkin matters because it helps the plant achieve the business outcomes behind the purchase.

They don’t buy Pest Prevention and Exclusion. They buy the ability to protect food and ingredients from pest-related contamination and loss: less food exposed to pests and less money lost to discarded product.

They don’t buy Pest Monitoring and Control. They buy the ability to maintain reliable production and shipment schedules: fewer pest-related interruptions and missed deliveries, helping the plant keep customers and win new ones through dependable supply.

They don’t buy Orkin InSite® / Comprehensive Reporting. They buy the ability to maintain audit readiness and satisfy pest management requirements: accessible evidence of how pest risks are being managed, supporting inspections and continued customer approval.

These elements matter because they improve the plant’s business. Each contributes to multiple Business Outcomes; this brief emphasizes only the strongest relationship for clarity.

The Answer

A food processing plant invests in Orkin to keep pest exposure from becoming lost product, missed deliveries, or lost customer confidence—protecting today’s business and strengthening its ability to win tomorrow’s.

Final Thought

This Executive Brief explains one Product from the perspective of one Buyer within one approved buying context. Buyers don’t buy products. They buy the results products produce.

Appendix: Buyer Disconnect Assessment

This assessment compares the Buyer-Centric Product Model with the seller's observable messaging. Its purpose is not to evaluate marketing quality. It identifies where the seller's public Product story does or does not make the reasons Buyers invest immediately recognizable to prospective Buyers like this one. The findings are specific to this Buyer and buying context and should not be interpreted as a general evaluation of the seller's marketing or positioning.

Clearly Visible

Food protection and audit readiness are explicit priorities in the reviewed Orkin materials.

Weakly Communicated

Production disruption is addressed, but delivery reliability and the staff burden of managing recurring problems receive less attention.

Largely Absent

The connection from dependable delivery to customer retention and winning new customers is not explicit in the reviewed materials.

Largest Buyer Disconnect

Orkin makes food safety and audit protection clear, while leaving much of the commercial value of dependable delivery unstated. For this plant, preventing pest-related delivery failures also supports keeping customers and winning new ones.

Sources reviewed: Orkin's food processing offering and Integrated Pest Management approach.