

How to Report an Issue with an Agreed Seed Order: A Reseller Checklist · Practical guide

An agreed seed order is easiest to resolve when the complaint is tied to the right transaction, the exact item, and the batch where one exists. This guide sets out a practical structure resellers can use when reporting an issue, so the supplier can identify the order without repeated clarification. It also explains why goods should not be sent back until the return address and procedure have been confirmed.

Start with the transaction reference

Every agreed-order complaint should begin with the order reference. If the issue concerns a quotation rather than an order already recorded, use the relevant quotation reference instead. Copy the reference exactly as it appears in the order or quotation documentation, so the message can be matched to the correct transaction. Keep this transaction reference separate from the individual product details. Where several seed lines sit under one order, state clearly that the complaint concerns only one of them and identify that line in the next part of the message.

Identify the item and batch precisely

For a product complaint, include the item reference and the batch reference if one is available. Each reference serves a different purpose: the order or quotation reference identifies the transaction, the item reference identifies the seed concerned, and the batch reference connects the issue to the relevant batch. Use the same item identifier that appears in the order or catalogue records. Where an individual seed reference is distinguished by a cultivar or SKU, include that identifier as well. Do not replace the exact item with a broad crop or species description, and do not guess a batch reference if none is available.

Describe the issue specifically

Once the references are in place, state which item the issue affects and explain what is wrong. A specific description such as “The issue concerns [item reference], batch [batch reference]” is far more useful than a general statement that there is a problem with the seeds. If the message covers more than one order line, list each item and its reference separately. Keep the description focused on what can be established from the records and the product itself. If something cannot be confirmed, identify it as unconfirmed rather than assuming a cause or another product detail; this keeps known facts separate from points that still need checking.

Confirm the return address before sending goods

Do not send goods back simply because the complaint has been written. Before any return, contact the supplier so the return address and procedure can be clarified, and ask for both in the same message that reports the issue. This ensures a return starts from confirmed instructions rather than an assumed address. Any return or refund is handled under the agreed supply terms and applicable law, and complaint guidance does not limit statutory rights. Review those terms before agreeing the next step, and use the refund policy to confirm the applicable contact route and guidance.

A copyable complaint structure

The following format can be copied into an email and completed with the relevant details. Subject: Issue with agreed seed order — [order or quotation reference]. In the body, state that you are reporting an issue with an agreed seed order, then list the order or quotation reference, the exact item reference, the batch reference if available, and a specific description of the issue and the item it concerns. Close by asking for confirmation of the return address and procedure before any goods are sent back, and ask how the issue should be handled under the agreed supply terms. Sign off with your name, business name and email address.

Final check before sending

Before sending, confirm the message contains every applicable detail: the order reference or relevant quotation reference, the exact item reference used for the order, the batch reference if available, a clear description of the issue, a request to clarify the return address and procedure if goods may need to be returned, and confirmation that no goods will be sent back before those instructions arrive. A complete complaint gives the supplier enough information to identify the agreed transaction and the relevant seed item without unnecessary back-and-forth, and it preserves a clear next step: confirm how the issue will be handled and, where a return is involved, obtain the correct address and procedure first.

Links

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