MARKETREADY
PRODUCER TRAINING

Presented by the OSU Direct Food & Agricultural Marketing Team & the University of Kentucky

Who Should Attend the Training
Individuals interested in selling their locally produced food through various market channels. Those who want to explore ways to improve their sales skills and business relationships, and those who are considering or are just developing a new food business.

Location: Brown County Fair Grounds
325 W. State Street, Bldg A
Georgetown, OH 45121

Cost: $20.00

MarketReady: A day long training covering sale of locally produced foods to: Restaurants, Grocers, Wholesalers, and Direct to Consumers.

- Educates local food producers in order to help them evaluate and navigate various market channels
- Teaches local food producers how to establish an effective business strategy in order to effectively reach their target markets
- Includes practical information on how to approach and interact with various market channels
- Key business functions included are the differing needs for different market channels; invoicing, ordering, insurance needs, packaging and much more

Registration Information: Preregistration is required. To register contact Cindy Kratzer at kratzer.11@osu.edu or 937.378.6716

go.osu.edu/directmarketing
go.osu.edu/marketready

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