MARKETREADY
PRODUCER TRAINING

Presented by the Direct Food & Agricultural Marketing Team

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: OSU Extension Office, Cuyahoga County
12200 Fairhill Rd. E. Building, Cleveland, OH  44120

Cost: $30.00 this fee covers both days (lunch is provided)
Time: 10 a.m.—2:30 p.m. each session

MarketReady Trainings:
- 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
- An eight hour training covering sale of locally produced foods to: Restaurants, Grocers, Wholesalers, and Direct to Consumers. The training 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 including invoicing, ordering, insurance needs, packaging and much more

Registration Information: Preregistration is required.
To register contact Charissa Gardner at gardner.1148@osu.edu or at 740.289.2071 Ext. 132.
Deadline to register is Oct. 30, 2018.

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