



What producers liked about MarketReady...

"Best marketing training we've ever attended. Still have some things to do, but feel like we have resources now."

Christie Welch

The Ohio State University
Direct Marketing Specialist
1864 Shyville Rd.
Piketon, Ohio 45661
740.289.2071 Ext. 234
Welch.183@osu.edu

Charissa Gardner

The Ohio State University
Direct Marketing Coordinator
1864 Shyville Rd.
Piketon, Ohio 45661
740.289.2071 Ext. 132
Gardner.1148@osu.edu

go.osu.edu/marketready



MarketReady Producer Training Program



What is MarketReady?

MarketReady educates local food producers in order to help them evaluate and navigate various market channels.

MarketReady teaches local food producers how to establish an effective business strategy in order to effectively reach their target markets.

MarketReady Trainings

A day long 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.

Key Business Functions

- Communication & Relationship Building
- Packaging
- Labeling
- Pricing
- Supply
- Delivery
- Storage
- Invoicing
- Insurance
- Quality Assurance & Temperature Control
- Satisfaction Guarantee
- Working Cooperatively
- Marketing
- Local Products for Local Markets



Who Should Attend the Trainings

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.

Upcoming Training Information

DATE: March 23, 2018

LOCATION: OSU Extension Office, Clermont County
1000 Locust Street, PO Box 670 Owensville, OH 45160

TIME: 8:30 a.m. to 3:30 p.m.

COST: \$25.00 per person

Registration

Deadline to register: March 15, 2018 (seating is limited)

Contact Pam Clark

clark.2652@osu.edu 513.732.7070



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REGISTRATION INFORMATION Payable by cash, check or money order. Make payable to "OSU Extension Clermont." Please mail to P.O. Box 670, Owensville, OH 45160. Sorry, no refunds. One registration form per person. \$25 per person.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email address: _____ Best phone #: _____

How did you hear about the event? _____

Any dietary restrictions? _____

Amount enclosed: _____