

**2 DAY TRAINING~****Thursday, November 1, 2018 part 1****Friday, November 9, 2018 part 2**

# 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](mailto:gardner.1148@osu.edu) or at 740.289.2071 Ext. 132.

Deadline to register is Oct. 30, 2018.

**THE OHIO STATE UNIVERSITY**COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

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