Who Should Attend the Training:
Urban farmers and food producers 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.

MarketReady educates urban farmers and local food producers to help them evaluate and navigate various market channels.

MarkeyReady teaches urban farmers and local food producers how to establish an effective business strategy in order to effectively reach their target markets in retail agriculture.

MarketReady is 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, including a panel of local buyers.