

The logo for CFAES (College of Food, Agricultural, and Environmental Sciences) is displayed in white text on a red rectangular background.

OHIO STATE UNIVERSITY EXTENSION

The background of the top section is a photograph of a wooden basket filled with blueberries, with other produce like lemons and tomatoes blurred in the background. The text 'MARKET READY PRODUCER TRAINING' is overlaid in large, white, sans-serif capital letters.

MARKET READY PRODUCER TRAINING

Presented by the Direct Food & Agricultural Marketing
Team

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.

**TUESDAY,
MARCH 19, 2019 •
8:30 A.M. – 4:30 P.M.**

Location:

OSU Extension Franklin County
530 W. Spring St, Suite 275
Columbus, OH 43215

Cost: \$25 includes lunch & notebook

Registration: Preregistration is required by March 15.

To register, go to
go.osu.edu/marketreadyfranklin

For more information, contact
Mike Hogan at
hogan.1@osu.edu



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

FRANKLIN.OSU.EDU

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information, visit cfaesdiversity.osu.edu. For an accessible format of this publication, visit cfaes.osu.edu/accessibility.