

MarketReady

Take your local foods business to the next level

This workshop addresses the market development risks and relationships farmers and ranchers must manage as they scale up to market their product to restaurants, grocery stores, food service buyers and schools.

MarketReady Training

1-day workshop

March 3rd, 2015

7:30 a.m. registration

8:00 a.m. – 5:30 p.m. workshop

Northeast Iowa Community College
Dairy Center-Room 215

(just south of Calmar at 1527 Highway 150 South)
Calmar, IA 52132

Cost: \$55/person; \$90/couple or two employees from the same farm.

Pre-registration is required. Fees include training materials, light lunch and refreshments.

For more information or to register, call or email Linda Naeve at 515-294-8946 or lnaeve@iastate.edu.

Please give names of registrants, address, phone number, email address and indicate whether you are a produce or livestock/poultry/egg producer.



Topics to be covered include:

communications and relationship building

packaging

labels

supply/delivery

post-harvest handling for produce

grading

insurance

regulatory

marketing

food safety overview

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