

Wholesale Success — January 4, 2013

Call Linda Kingery for more information about the workshop:
office 218-281-8697; cell 218-407-0065
Email: kinge002@umn.edu

Register by mail with the form on this brochure, or register online
at the Minnesota Institute for Sustainable Agriculture website:
www.misa.umn.edu

Directions to Beltrami Electric Co-operative:

Go north from Highway 2 on Highway 71. Turn left on Net Way,
and left again on Technology Drive.

Registration begins at 9:00 am.



Wholesale Success with Produce Workshop

Cleaning, Cooling, Storing, Packing,
Transporting, and Selling Fresh Produce

January 4, 2013
9:30 am to 4:30 pm

Sponsored by:

Minnesota Institute for Sustainable Agriculture
U of MN Regional Sustainable Development Partnerships
University of Minnesota Extension
FamilyFarmed.org
Renewing the Countryside
Minnesota Farmers Market Association

*With funding support from USDA Risk Management Agency and the
Minnesota Department of Agriculture Specialty Crop Block Grant*

This institution is an equal opportunity provider.

Beltrami Electric Co-operative
4111 Technology Dr NW
Bemidji, MN 56619-0488

Seating is limited; preregistration is required.

“Wholesale Success with Produce” Workshop Registration for Bemidji, MN

- Pre-registration is required by **December 27, 2012**. Seating is limited.
- Registration is \$15 per person. Lunch and workshop materials are included.

Name(s) _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

I have special needs, please contact me: _____

Total payment due: _____

Check one: payment enclosed will pay at door

Make check or money order payable to “University of Minnesota.” Sorry, we cannot accept credit card payments.

Mail registration and payment to:

U of M Northwest Regional Sustainable Development Partnership
Attn: Linda Kingery
510 County Road 71
Suite 119
Crookston, MN 56716

Or register online at: www.misa.umn.edu

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Join Atina Diffley, former co-owner of Gardens of Eagan and now official Wholesale Success trainer, for a day-long workshop devoted to learning about wholesale marketing and post-harvest handling of fruits and vegetables: cleaning, cooling, packing, storage, transport, sanitation, and more!



Atina draws on her decades of experience in large-scale vegetable production and marketing to provide operators of produce farms of any size with useful, practical, profit-making guidance on how to achieve the highest quality produce for sale.

Workshop attendees will receive a free copy of *Wholesale Success: A Farmer’s Guide to Selling, Post-Harvest Handling, and Packing Produce*, published by FamilyFarmed.org (www.familyfarmed.org). Normally a \$55 value, this 250+-page manual is newly updated, revised, and in its third printing. It includes more than 100 crop profiles with crop-specific information on harvesting, cooling, storing, and packaging according to industry standards.



Farmer-Buyer Networking will be part of the day’s events, coordinated by Brett Olson of Renewing the Countryside.

Farmers and potential wholesale buyers will have an opportunity to meet each other, learn about each other’s interests in locally grown produce, and exchange contact information. This session will run from 3:00 to 4:30 pm and people may attend just this session for free.

