

Wholesale Success — December 6, 2012

Call the Minnesota Institute for Sustainable Agriculture (MISA) for more information about the workshop:
office 612-625-8235 or 800-909-6472
Email: misamail@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

Registration begins at 8:00 am.

Directions to Gale Woods Farm (from the west):
From MN Hwy. 7 E turn left onto Co. Rd. 92 N/Main St. Go 1 mile; turn right onto Co. Rd. 110 W. Go 2 miles; turn left onto Co. Rd. 11 Extended. Gale Woods Farm is on the left.



Wholesale Success with Produce Workshop

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

December 6, 2012
8:30 am to 4:00 pm

Sponsored by:

Minnesota Institute for Sustainable Agriculture
U of MN Regional Sustainable Development Partnerships
University of Minnesota Extension
FamilyFarmed.org

Renewing the Countryside
Crow River Chapter Sustainable Farming Association
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.

Gale Woods Farm
7210 County Road 110 W
Minnetrista, MN 55364

Seating is limited.

Preregistration required by **November 30, 2012**.

“Wholesale Success with Produce” Workshop Registration for Gale Woods Farm, Minnetrista

- Pre-registration is required by **November 30, 2012**. Seating is limited.
- Registration for the full-day workshop 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:

Minnesota Institute for Sustainable Agriculture
411 Borlaug Hall
1991 Buford Circle
St. Paul, MN 55108

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

Contact MISA:
office 612-625-8235; 800-909-6472
misamail@umn.edu



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 2:30 to 4:00 pm and people may attend just this session for free.