

Wholesale Success — January 26, 2013

Contact Kathy Zeman for more information about the workshop:  
Phone: 507-664-9446  
Email: [kzeman@mfma.org](mailto:kzeman@mfma.org)

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

Directions to Community Resource Bank:  
From MN Hwy. 3 southwest of downtown Northfield, turn onto Heritage Drive. This is a left turn if coming from the north and a right turn if coming from the south.

Registration begins at 9:00 am.



# Wholesale Success with Produce Workshop

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

January 26, 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  
Riverwalk Market Fair  
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.*

Community Resource Bank  
1605 Heritage Drive  
Northfield, MN 55057

Seating is limited.

Preregistration required by **January 21, 2013**.

## “Wholesale Success with Produce” Workshop Registration for Northfield

- Pre-registration is required by **January 21, 2013**. 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:

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

Or register online at: [www.misa.umn.edu](http://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](http://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.