

# UNIVERSITY OF MINNESOTA

*Twin Cities Campus*

*Minnesota Institute for Sustainable Agriculture  
College of Food, Agricultural and  
Natural Resource Sciences  
University of Minnesota Extension*

*411 Borlaug Hall  
1991 Upper Buford Circle  
St. Paul, MN 55018*

*612-625-8235  
1-800-909-MISA  
Fax: 612-625-1268  
<http://www.misa.umn.edu>  
Email: [misamail@.umn.edu](mailto:misamail@.umn.edu)*

March 27, 2015

## Harvest and Postharvest Vegetable Handling Workshop

The Minnesota Institute for Sustainable Agriculture is pleased to help you offer the Vegetable Handling Workshop to your local farmers and educators.

The “A la Carte Workshop Menu” below will help you choose how you want to configure this workshop. You may not need all of these items for a workshop at your location. Of the things that you do need, decide which things you want to be responsible for (you may be able to do it for lower cost than we could); and which things you want MISA to handle. MISA will bill you for the items that we provide.

Some considerations:

- 1) You decide on the registration fee. The registration fee should be enough to cover any workshop costs that are not covered by local sponsors.
- 2) Wholesale Success books are available for sale to individuals or groups at these workshops. MISA gets a bulk rate for these books which allows us to offer them at \$60 each (normal cost for a single book is \$80). If you so desire, local sponsorships can be used to further reduce the cost of the books to workshop attendees.

If you are providing the staff support for your workshop:

- a. You can choose to pre-order and pre-pay for Wholesale Success books that you will sell at your workshop and MISA will ship them to you ahead of time; OR
- b. You can take orders and pre-payments from individuals at your workshop, submit those back to MISA, and we will ship out the books to those individuals.

Your local responsibilities:

- Find a suitable venue that includes a screen and projector for a PowerPoint presentation and a microphone

- Find a suitable caterer if a beverage/snack station and/or lunch will be provided
- Find local sponsors to cover some or all workshop costs, if desired
- Do local advertising of the event. If you provide this information to the MISA office, we'd be happy to help advertise your event.
- Communicate with the MISA office about arrangements for the day
- Act as hosts on the workshop day, take delivery of food and assist caterer in set-up, and acknowledge local sponsors

If you choose to have MISA provide staff support, a MISA staff person will attend the workshop and your bill will include the staff person's time and mileage to attend. If you choose to provide staff support yourself, that means that you will:

- Take delivery of books and materials that the MISA office ships out and get workshop materials to the workshop site at least ½ hour before workshop start time
- Coordinate with the presenter on date, time, location, any other arrangements
- Be present at least ½ hour before workshop and during the entire workshop to:
  - register walk-ins and collect registration payments
  - hand out materials to attendees
  - answer questions
  - sell Wholesale Success books if those aren't covered by local sponsors
  - collect evaluation forms at the end of the day
  - return evaluation forms to the MISA office
  - return sales forms and money to the MISA office  
(return envelope provided for evaluation forms and payments)

<b>Long-Format Workshop: 5 hours total including a 1-hour meal break</b>			
<b>Needed Workshop Item</b>	<b>Cost</b>	<b>You handle</b>	<b>MISA handle</b>
Presenter honorarium	\$750.00		
Presenter mileage	Actual @ \$0.575/mi.		
Staff support	\$500		
Staff mileage	Actual @ \$0.575/mi.		
Workshop handout packet (includes evaluation form, set of 12 fact sheets, Marketing Local Food book)	\$4 each <i>required</i>		
Wholesale Success books	\$60 each <i>optional</i>		
Create online registration form and collect registrations and payments	\$200		
Create advertising materials: web page or notice on existing website with link to online registration form, save-the-date flyer, advertising flyer including local sponsor logos, press release	\$200		
Deal with paying the caterer (MISA can “float” the cost of catering until registration payments are received). ***This figure is for the service of handling payment to the caterer; not for the actual cost of the food.	\$30		
Food for the lunch and snacks	Actual cost	[This goes along with making payment to the caterer]	

Marking each item on the A la Carte Table above with your choice and signing below constitutes a contract with MISA to offer this workshop.

X \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_

Your role or position: \_\_\_\_\_