



CFAES

MarketReady

PRODUCER TRAINING

MONDAY, OCTOBER 21, 2019 ♦ 9 a.m. - 4:30 p.m.

Presented by The Ohio State University Direct Food & Agricultural Marketing Team, University of Kentucky, Minority Business Assistance Center, and Ohio Farm Bureau

MarketReady is a day long training covering sale of locally produced foods to: Restaurants, Grocers, Wholesalers, and Direct to Consumers.

Who Should Attend the Training?

Individuals interested in selling their locally produced food through various market channels. Those who want to explore ways to improve their sales skills and business relationships, and those who are considering or are just developing a new food business.

- Educates local food producers in order to help them evaluate and navigate various market channels
- Teaches local food producers how to establish an effective business strategy in order to effectively reach their target markets
- Includes practical information on how to approach and interact with various market channels
- Key business functions included are the differing needs for different market channels; invoicing, ordering, insurance needs, packaging and much more

REGISTER ONLINE:

go.osu.edu/marketreadytraining

LOCATION: ROSS COUNTY
SERVICE CENTER
475 WESTERN AVE Rm B
CHILLICOTHE, OHIO, 45601

COST: \$25 per person
\$15 for Farm Bureau members
Lunch will be provided

QUESTIONS: Christie Welch
welch.183@osu.edu
740-289-2071 x 234



Minority Business
Assistance Centers
Cincinnati



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OHIO STATE UNIVERSITY EXTENSION

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information, visit cfaesdiversity.osu.edu. For an accessible format of this publication, visit cfaes.osu.edu/accessibility.