What producers liked about MarketReady...

“Best marketing training we’ve ever attended. Still have some things to do, but feel like we have resources now.”

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MarketReady Producer Training Program

OSU Extension Office, Franklin County
530 W. Spring Street
Columbus, OH 43215

March 20, 2018
What is MarketReady?

MarketReady educates local food producers in order to help them evaluate and navigate various market channels. MarketReady teaches local food producers how to establish an effective business strategy in order to effectively reach their target markets.

MarketReady Trainings

A day long training covering sale of locally produced foods to: Restaurants, Grocers, Wholesalers, and Direct to Consumers. The training 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 including invoicing, ordering, insurance needs, packaging and much more.

Key Business Functions

- Communication & Relationship Building
- Packaging
- Labeling
- Pricing
- Supply
- Delivery
- Storage
- Invoicing
- Insurance
- Quality Assurance & Temperature Control
- Satisfaction Guarantee
- Working Cooperatively
- Marketing
- Local Products for Local Markets

Who Should Attend the Trainings

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.

Upcoming Training Information

DATE: March 20, 2018
LOCATION: OSU Extension Office, Franklin County
530 W. Spring Street, Columbus, OH 43215
Free Parking

TIME: 8:30 a.m. to 3:30 p.m.
COST: $25.00 per person

Registration

Deadline to register: March 15, 2018 (seating is limited)
Contact Christina Byrd
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