Participants will gain:

- Strategies to improve the market-ability of what they produce.
- New market opportunities they can capitalize on.
- Tools they can use to find direct markets.

Michigan State University Extension prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, marital status or family status.
Selling Produce Direct to Institutions

Have you ever considered selling what you grow to a school or government institution but didn’t know where to start? If so, then “Selling Produce Direct to Institutions” may give you the information you need to find a market and make the sale.

This workshop will get you prepared to deal with these customers if they approach you. The program will also give you possible avenues to seek them out as well.

Dr. Ron Goldy, MSU Extension Vegetable Educator will cover the basics of postharvest handling, grading and packaging. As regional Vegetable Educator, Ron has spent significant time teaching growers how to prepare for a variety of different wholesale and retail markets.

Pennie Southwell, from Procurement Technical Assistance Center (PTAC) will talk about how to link in to State and Federal purchasing opportunities. As director of PTAC in Jackson, she will discuss the steps you need to take to get a government contract.

Finally, Michalle Rehmann will discuss selling local produce to schools. Her work with the Food System Economic Partnership (FSEP) has centered around forging local connections between farms and schools in the area.

This three-hour workshop will be held at MSU Extension - Jackson County on January 28, 2009 from 9:00 a.m. to noon with lunch to follow. Cost of the program is $20 per person. Registration cost includes lunch, refreshments and all materials. For more information or to preregister call (517) 788-4292. Registration deadline is January 15, 2009.

Cost: $20 per session. Preregistration is required. No refunds to registrants who do not attend.

Make check payable to MSU Extension - Jackson County, ATTN: Selling Produce Direct to Institutions.