Virginia Market Ready™ Farm to Restaurant Workshop

Sell What You Grow to Restaurants!

Interested in what restaurant chefs and retail managers are looking for in purchasing food products directly from Virginia producers? Topics include:

- Explore current food policy legislation
- Build relationships to better communicate with managers & chefs
- Design effective packaging and labeling
- Develop marketing strategies
- Craft alternative pricing structures
- Address regulatory concerns
- Use Virginia's Market Maker portal to conduct market research

Questions about registration or program contents?

Contact:
Kelli Scott: (540) 382-5790 or kescott1@vt.edu
or
Sandy Stoneman: (276) 223-6040 or sandyst@vt.edu

ONLINE REGISTRATION LINK: https://tinyurl.com/j2adsye

Who Should Attend?

Market Ready ™ is a program developed specifically for producers who would like to get started or expand current operations to sell direct to restaurants or retailers.

Market Ready ™ Training will take place from **9 AM to 3 PM**, with doors opening at 8:30 AM for coffee and socializing with speakers and colleagues.

DATE & LOCATION:

Thursday March 23, 2017

Wytheville Community College
Grayson Bldg-Room 219
1000 E Main St
Wytheville, VA 24382

Register by March 17

Registration Fee = $15/person(includes lunch)

Name: _____

Business Name/Type: _____

Phone: _____

Mailing Address: _____

Email: _____

FAX completed form: (540) 382-5729

Make checks payable to: Treasurer of Virginia Tech
Mail completed form & payment to:
VCE-Montgomery County Office
755 Roanoke Street, Suite 1G
Christiansburg, VA 24073

National Fish and Wildlife Foundation

THE KOHL CENTRE

VIRGINIA Beginning Farmer & Rancher COALITION PROGRAM

Virginia Cooperative Extension
Virginia Tech • Virginia State University

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Kelli Scott at 540-382-5790 during business hours of 8 a.m. and 5 p.m. to discuss accommodations 5 days prior to the event. *TDD number is (800) 828-1120.

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