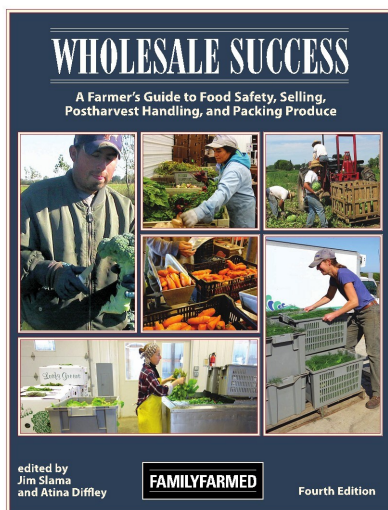


Trainer Atina Diffley is an organic farmer and author of the 2012 award winning memoir, *Turn Here Sweetcorn: Organic Farming Works*.



Participating farmers will receive a free copy of the *Wholesale Success* manual. Normally a \$70 retail value, this 300-plus page manual, now in its 5th edition, has been updated to include the latest food safety information from the Food Safety Modernization Act. *Wholesale Success* covers best practices for food safety, postharvest handling, packing, marketing and crop-specific profiles for over 100 crops.



Come learn about the development of market systems:

- Who is the real competition?
- Development of systems: emerging, growing, and mature markets
- How can your farm be different and better?
- Economies of scale
- Unit packing
- Be professional: price lists & invoicing

If you have questions or wish to register online, contact Buy Fresh Buy Local at BFBL@NurtureNatureCenter.org or 610-253-4190.

Presented by:



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WHOLESALE SUCCESS

Building A Regional Food System

Trainer Atina Diffley

Thursday, January 26, 2017
8:00 AM—5:00 PM
Nurture Nature Center
518 Northampton St
Easton, PA 18042

Workshop Schedule

Morning

8:00 am **Registration**

8:15 am **Meeting The Needs and Values of Wholesale Produce Buyers**

This is fundamental to creating a healthy long-term relationship. How to actively seek buyers is just the start. Who is your customer and why do they buy? Maintaining the relationship requires attention to details from bunch sizes, labels, and lot codes, contracts, pricing, communication, sequential planting, quality control, trends, and more. Learn how to serve the wholesale market and make your farm a highly desired source of fresh produce.

10:00 am **Break**

10:15 am **Intentional Crop Planning To Meet Market Needs And Maximize Profits**

Timing production to mature when your market needs it is key. Successful planning requires skill with sequential planting, crop maturation, and good recordkeeping. Other benefits include maximizing space and fertility, extended harvest windows, maximizing space and farm profits, continuous supply, and optimize quality and yield. Learn how to design a sequential planting/harvest plan, including when to plant, which cultivars, and how to adjust plantings based on weather & markets.

12:00 pm **Catered Lunch**

Workshop Schedule

Afternoon

1:00 pm **Sorting and Packing For Wholesale Markets**

Wholesale buyers selling into the retail market expect to receive high quality produce packed to USDA industry standards. Learn about packing standards: size, shape, and uniformity, grading, proper cartons, liners, and unit packaging, are all crucial components of a well-packed carton. Learn what it takes to keep your wholesale buyer coming back for more and willing to pay a premium for your produce.

2:15 pm **Break**

2:30 **Co-Marketing: Promoting Your Farm Brand In A Wholesale Market**

Work with your wholesale buyer to “co-market” your farm brand and products. Learn to tell a compelling story about yourself, your farm, and your products and how to represent yourself with point of purchase materials that work for you and your buyer.

3:45 **Break**

4:00 pm **“Meet the Buyer” Panel**

- Ann Karlen, Fair Food Philly
- Keirstan Kure, The Common Market
- Rick Evanoski & Rhianna Cenci, ShopRite of Brodheadsville

More to be Announced

Wholesale Success Workshop Registration Form

Name _____ Farm/Business Name _____
Address _____ City _____ Zip Code _____
E-mail Address _____ Daytime Phone _____
Number of Attendees _____ Total Cost (Number of Attendees x \$25) _____

No refunds will be given for cancellations made less than five days in advance.

Make check payable to BFBLGLV

Mail this form to: BFBLGLV, 518 Northampton St, Easton, PA 18042