



# 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

## ONLINE REGISTRATION:

[CLICK HERE](https://tinyurl.com/zvn5ztr)

or go to:

<https://tinyurl.com/zvn5ztr>

## 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 and 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:

**Tuesday March 28, 2017**

**Fairlington Community Center & Park**

**Room 100**

**3308 S Stafford St**

**Arlington, VA 22206**

**Register by March 21**

**Registration Fee = \$15/person (includes lunch)**

**Questions? Please contact French Price,  
VCE-Farm to Table Coordinator**

[frenchprice@vt.edu](mailto:frenchprice@vt.edu)

**540-432-6029 x 117**

THE  
CONSERVATION FUND

FRESHFARM  
nourishing our food future

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 Dr. Kim Morgan at 540-231-3132 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. Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; M. Ray McKinnie, Interim Administrator, 1890 Extension Program, Virginia State University, Petersburg.