



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, Virginia Cooperative Extension, by phone (540) 382-5790 or email kescott1@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 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:

Thursday March 23, 2017
Wytheville Community College
1000 E Main St
Wytheville, VA 24382

Register by March 17

Registration Fee = \$15/person

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:
VCEMontgomery County Office
755 Roanoke Street, Suite 1G
Christiansburg, VA 24073



If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact French Price at 540-432-6029 Ext. 117 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](tel:8008281120).
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.