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

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, November 30, 2017
Wytheville Community College
Grayson Bldg-Room 219
1000 E Main St
Wytheville, VA 24382

Register by November 23rd
Registration Fee = $15/person(includes lunch)

Name: ____________________________________________

Business Name/Type: ____________________________________________

Phone: ____________________________________________

Mailing Address: ____________________________________________

Email: ____________________________________________

Make checks payable to: Wythe VCE
Mail completed form & payment to:
VCE-Wythe County Office
2110 North 4th St
Wytheville, VA 24382

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Sandy Stoneman at 276-223-6040 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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