



# 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: French Price, Farm to Table Coordinator, Virginia Cooperative Extension, by phone (540) 435-6029 Ext.117 or email frenchprice@vt.edu.

**Register by one week before your selected date!**

**Registration Fee = \$15/person**

ONLINE REGISTRATION LINK: <http://tinyurl.com/h7w5zhb>

Name: \_\_\_\_\_

Business Name/Type: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

**FAX completed form: (540) 432-6251**

## 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. Two session dates and locations are offered.

### CIRCLE YOUR CHOICE OF DATE & LOCATION:

**Thursday November 10, 2016**

**The Gathering Place**

841 Mt. Clinton Pike

Harrisonburg, VA 22802

OR

**Thursday November 17, 2016**

**MidAtlantic Farm Credit**

125 Prosperity Drive

Winchester, VA 22602



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 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.