



# Get Farming! Keep Farming!

## Wholesale Success

*A Workshop for Fruit and Vegetable Growers*

**Monday, Feb. 11, 9 a.m. to 5:30 p.m.**

**Registration starts at 8:30 a.m.**

**NW Michigan Horticultural Research Center**

*6686 S. Center Hwy (County Rd 633)*

*This intensive seminar covers topics of interest to producers seeking to enter or enhance their success in the wholesale marketplace. Much of the information will be useful at any scale of production or marketing strategy.*

*Participating producers receive a free copy of FamilyFarmed.org's Wholesale Success Manual. A \$70 value, this 312 page manual includes more than 100 crop profiles with crop-specific information on harvesting, cooling, storing, and packing according to industry standards.*

*Learn about:*

- Harvest considerations, including post harvest handling
  - Packing and grading
- Food safety needs of wholesale buyers
  - Maintaining the cold chain
- Marketing, including a "Meet the Buyers" panel discussion and networking opportunity

*Registration costs: \$10 or \$15 for two from the same farm includes lunch.*

**For information or to pre-register, contact Jim Sluyter at 231-889-0199, jimsluyter@mlui.org, or visit mlui.org/getfarming**

### WHOLESALE SUCCESS

*A Farmer's Guide to Food Safety, Selling, Postharvest Handling, and Packing Produce*



edited by  
Jim Slama  
and Atina Diffley



Third Edition

Trainer Atina Diffley draws on decades of experience in vegetable production and marketing to provide producers of any scale with useful, practical, profit-making guidance.



### Workshop Partners



MICHIGAN STATE UNIVERSITY | Extension



**MICHIGAN  
LAND USE  
INSTITUTE**

*Get Farming! is part of the Michigan Land Use Institute's Taste the Local Difference program. Get Farming! partners include USDA, Michigan State University Extension, NW Michigan Council of Governments, and the NW Michigan Food & Farming Network. MLUI is an equal opportunity provider. Accommodations for persons with disabilities may be requested by calling Jim Sluyter at 231-889-0199 at least 5 days before the event to ensure sufficient time to make arrangements.*

**MLUI.org/GetFarming**

*Don't Miss*

**14th Annual Northern Michigan Small Farm Conference**  
**Jan. 26 at Grayling High School**  
(registration deadline is Jan. 19)  
*www.smallfarmconference.com, 231-838-8093*

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