

# Wholesale Success Workshop:

*Grow Your Skills,  
Grow Your Connections,  
Grow Your Business!*

**This workshop will cover:**

**Post-Harvest Handling - Maintaining the Cold Chain**

**Cleaning and Drying - Packing and Grading**

**Relationships with Buyers - Food Safety Best Practices**

Participating producers will receive a free copy of the *Wholesale Success* manual. Normally an \$80 value, this 300+ page manual is newly updated, revised, and in its fourth printing. *Wholesale Success* covers up-to-date best practices information on food safety, postharvest handling, packing, business management, marketing, and crop-specific profiles for over 100 crops.

**When: Tuesday February 25, 2014**

- 8:30 - 9:00 Registration / Coffee, pastries, and fruit
- 9:00 - 10:30 Post Harvest Practices for Quality Produce
- 10:45 - 12:15 Meeting Buyer's Needs: Relationship and Quality
- 12:15 - 2:00 Lunch and Meet the Buyers Networking Event
- 2:00 - 3:30 Why and What of Food Safety
- 3:30 - 4:15 Overview of CQP
- 4:15 - 4:30 Wrap up

**Where:** Wachusett Village Inn, 9 Village Inn Rd. Westminster, MA

**Cost:** Free!

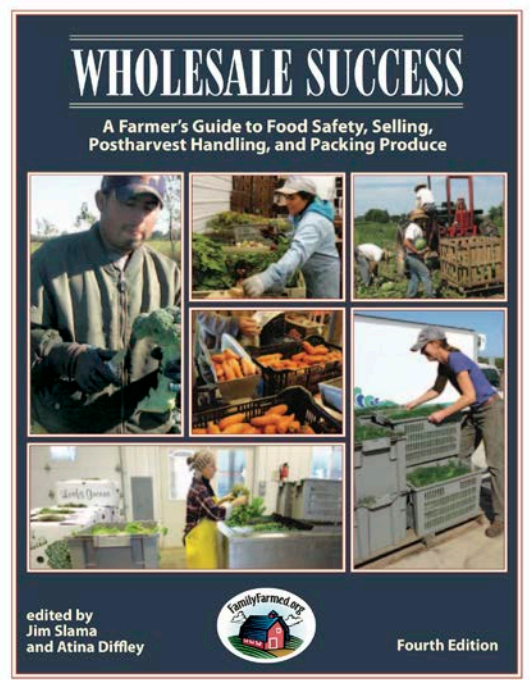
**Registration:** [www.massfarmtoschool.org](http://www.massfarmtoschool.org)

**Contact:** Erika Zekos, Mass. Farm to School, (413) 253-3844, [erika@massfarmtoschool.org](mailto:erika@massfarmtoschool.org), or John Waite, Western MA Food Processing Center, (413) 774-7204, [johnw@fccdc.org](mailto:johnw@fccdc.org)

### What Farmers Are Saying:

“Tremendous resource! Wholesale Success book is a gem.” “Easily one of the best presentations I have heard on anything anywhere!”

“Wonderful! Lots of very useful, actionable information that will help me grow my farm business.” “Atina Diffley did an excellent job! Good presentation from someone who has actually been a grower.”



Our trainer **Atina Diffley** draws on her decades of experience in vegetable production and marketing to provide operators of produce farms of any size with useful, practical, profit-making guidance on how to achieve the highest quality produce for sale!

*fine* FARM to INSTITUTION  
NEW ENGLAND

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**Farm to School**



# WHOLESALE SUCCESS

This institution is an equal opportunity provider.

