



Scaling Up Production to Meet the Needs of Wholesale Produce Buyers

Meeting the needs and values of produce buyers is fundamental to creating a healthy long-term relationship. How to actively seek buyers is just the start. Who is your customer and why do they buy? Maintaining the relationship requires attention to details from bunch sizes, labels, and lot codes, contracts, pricing, communication, sequential planting, quality control, trends and more. Learn how to serve the wholesale market and make your farm a highly desired source of fresh produce.

Participating farmers will receive a **FREE** copy of the Wholesale Success manual.

February 5, 2018
8:30 Registration
9:00 am- 4:00pm- Workshop

Flory
Meeting Hall
2110 Harper
Lawrence, KS 66046

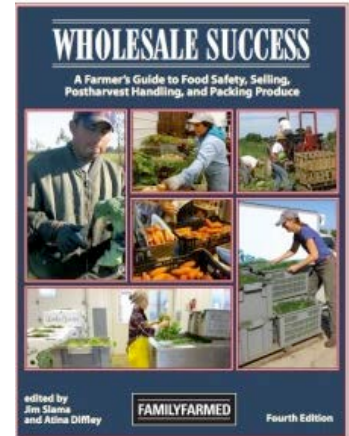
Registration Fee: \$25
(lunch included)
To Register Visit

<https://tinyurl.com/yd53wew4>

For More Information Contact:

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785-843-7058

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Our trainer, Atina Diffley, is an organic farmer and author of the 2012 award winning memoir, *Turn Here Sweetcorn: Organic Farming Works*.



"This material/event is funded in partnership by USDA, Risk Management Agency, under award number RM17RMEPP522C006."