

Wholesale Success: A Farmer's Guide to Food Safety, Selling, Postharvest Handling, and Packing Produce

Postharvest Handling and Food Safety Workshop for Fruit and Vegetable Growers

Participating producers will receive a **FREE COPY** of FamilyFarmed.org's *Wholesale Success Manual*. Normally a \$70 value, this 312 page manual is newly updated, revised, and in its third printing. The manual includes more than 100 crop profiles with crop-specific information on harvesting, cooling, storing, and packing according to industry standards.

Learn about:

- Postharvest handling
- Food safety needs of wholesale buyers
- Packing and grading
- Maintaining the cold chain

Meet wholesale buyers and start building relationships Wednesday, February 13, 2013

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| 8:30 - 9:00 | Registration, Networking & Refreshments |
| 9:00- 12:00 | Post Harvest Practices |
| 12:00 -1:00 | Lunch Presentation by Eastern Market VP of New Business Development, Randall Fogelman. |
| 1:00 - 2:00 | Marketing and Food Safety |

Detroit Mercantile Company
3434 Russell St., Detroit, MI 48207

Workshop Cost: \$15

To learn more, please contact:

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This institution is an equal opportunity provider.

WHOLESALE SUCCESS

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



edited by
Jim Slama
and Atina Diffley



Third Edition



Our primary trainer, **Atina Diffley**, is former co-owner of Gardens of Eagan and MOSES board member. Atina 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.

Presented by:

