



SAVE -THE- DATE!

DATE:

Thursday July 26, 2012

TIME:

10:00 AM - 4:00 PM

LOCATION:

South Los Angeles.
Site details to come.

COST:

FREE TO STOREOWNERS
AND NON-PROFITS

\$25 COST TO GENERAL PUBLIC

Register Today!

Registration Online, By Email or Phone

Web Registration:

<http://neighborhoodmarkettraining.eventbrite.com>

By Email:

healthyneighborhoodmarkets@gmail.com

Registration By Phone:

(818) 325-5872



From Corner Store to Community Grocer: Everything You Need to Know to Be a Healthy Neighborhood Market

SPECIAL TRAINING FOR NEIGHBORHOOD MARKET OWNERS

- INCREASE YOUR SALES
- IMPROVE YOUR MARKET
- ATTRACT MORE CUSTOMERS
- BE A HEALTHY FOOD CHAMPION
IN YOUR COMMUNITY

BUILD YOUR SKILLS WITH INDUSTRY EXPERTS IN

Strategic Branding • Merchandising • Marketing • Promotion
Fresh Food Procurement • Permits • Financing Opportunities
Redesigning Your Store • Product Development



Neighborhood market before...



AND AFTER!

This training is designed to provide independent storeowners and their staff with the skills necessary to become a successful healthy food enterprise. Workshop sessions will discuss the unmet market demand for healthy food in South and East Los Angeles, and strategic ways to improve your image and expand grocery services.

Come learn from industry professionals, network with other business owners and the non-profit community, and receive free professional consultations for your business. Translation services available upon request.

This training is presented by the Los Angeles Food Policy Council with support from the California Endowment
www.goodfoodla.org