

## Registration

Name \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Cost \$10: \_\_\_\_\_

Number of People: \_\_\_\_\_

Make check payable to:

MSU Extension

Mail by April 24th to:

MSUE-Hilliard Bldg.

121 E. Maple Street

P O Box 319

Mason, MI 48854



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Accommodations for persons with disabilities may be requested by contacting Connie at 517-676-7207 by April 3, 2008 to make arrangements. Requests received after this date will be fulfilled when possible.

**MICHIGAN STATE  
UNIVERSITY  
EXTENSION**

Ingham County MSU Extension  
121 E. Maple Street  
P O Box 319  
Mason, MI 48854

Phone: 517-676-7207  
Fax: 517-676-7288  
E-mail: [cvernon@ingham.org](mailto:cvernon@ingham.org)

**Eaton & Ingham  
Counties  
MSU Extension**

**April 24, 2008  
9 am to 3 pm  
Hilliard Bldg.  
121 E. Maple St.  
Mason, MI**



*MARKETING  
YOUR  
PRODUCE*

*COST \$10*

*BRINGING  
KNOWLEDGE TO  
LIFE!*

**To Register (deadline  
April 24th):  
517-676-7207  
[cvernon@ingham.org](mailto:cvernon@ingham.org)**

## Learn More About...



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Demand for locally grown fruits & vegetables is greater than the number of growers in the area. Eat local movements, concerns for food safety, distance food travels from farm to market, economic development and food quality are all driving consumers to seek locally produced food. This program is designed to help large, small and prospective growers to identify and take advantage of area marketing options.

### Farmers Markets

Speaker Susan Smalley, CARRS Director

Farmers markets provide a great way to start marketing produce and other agricultural products. Start up costs are low, you are selling at retail and you will get lots of valuable direct feedback from your customers and other vendors. Learn about area farmers markets and criteria that you can use to select a market that is right for you.

### Is U-pick still an option?

Speaker: Mark Longstroth,, MSUE Educator

Review of u-pick essentials and trends. Mark will discuss the pro and cons of u-pick and topics such as liability insurance, harvesting and storage, labor, and advertising.

### Selling to Chain Stores and Local Independent Growers

Speaker: Matthew Birbeck, MSU Product Development Center

What hoops do you have to jump through in order to sell to large chains such as Meijer, Spartan stores or the local small grocer . Issues such as quality, volume requirements, packaging, pricing and payment will be discussed.

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[www.eatlocalfood.com](http://www.eatlocalfood.com)

### Roadside Stands

Speaker: Ron Goldy, MSUE Educator

Before setting up a roadside stand, there are a few things that need to be considered such as local ordinances, traffic issues, parking, hazards, signs, displays, etc.

### Advanced Order Sales

Speaker: Gary Heilig, MSUE Educator

Gary will discuss the Florida citrus model, keeping customers informed, internet based ordering, quality and shipping issues.

### Developing and Marketing Value Added Products

Speaker George Silva, MSUE Educator

From simple produce to a product of increased value. George will discuss assistance available from the MSU Products Center.

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