



# Virginia Market Ready™ Farm to Restaurant Workshop



## Sell What You Grow to Restaurants!

Interested in what restaurant chefs and retail managers are looking for in purchasing food products directly from Virginia producers? Topics include:

- Explore current food policy legislation
- Build relationships to better communicate with managers & chefs
- Design effective packaging and labeling
- Develop marketing strategies
- Craft alternative pricing structures
- Address regulatory concerns
- Use Virginia's Market Maker portal to conduct market research

Questions about registration or program contents?

Contact:  
Kelli Scott: (540) 382-5790 or [kescott1@vt.edu](mailto:kescott1@vt.edu)  
or  
Sandy Stoneman: (276) 223-6040 or [sandyst@vt.edu](mailto:sandyst@vt.edu)

## Who Should Attend?

Market Ready™ is a program developed specifically for producers who would like to get started or expand current operations to sell direct to restaurants or retailers.

Market Ready™ Training will take place from **9 AM to 3 PM**, with doors opening at 8:30 AM for coffee and socializing with speakers and colleagues.

### DATE & LOCATION:

**Thursday, November 30, 2017**  
Wytheville Community College  
Grayson Bldg-Room 219  
1000 E Main St  
Wytheville, VA 24382

**Register by November 23rd**

**Registration Fee = \$15/person(includes lunch)**

Name: \_\_\_\_\_

Business Name/Type: \_\_\_\_\_

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

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

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



**Make checks payable to: Wythe VCE**  
**Mail completed form & payment to:**  
VCE-Wythe County Office  
2110 North 4<sup>th</sup> St  
Wytheville, VA 24382

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Sandy Stoneman at 276-223-6040 during business hours of 8 a.m. and 5 p.m. to discuss accommodations 5 days prior to the event. \*TDD number is [\(800\) 828-1120](tel:8008281120). Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; M. Ray McKinnie, Administrator, 1890 Extension Program, Virginia State University, Petersburg.