

GETTING STARTED WITH SELLING TO SCHOOLS AND HOSPITALS

❖❖WEBINAR❖❖

MONDAY, FEBRUARY 10TH, 2014, 7:00-9:00 PM (EASTERN TIME)

MSU EXTENSION 2014 BEGINNING FARMERS WEBINAR SERIES

*Join us for an interactive 2-hour webinar. \$10 registration fee.
Participate from your home or office computer (hi-speed internet required).*

Why participate?

One of the most difficult aspects of starting a farm is establishing relationships with potential markets for your produce. While many beginner farmers concentrate only on farmers markets and CSA's as outlets for their products there are many other options to consider that could help the beginning farmer diversify their market channels.

This 2-hour Adobe Connect webinar is part of the ongoing "2014 Beginning Farmer Webinar Series". MSU Extension educators Garrett Ziegler and Kendra Wills will present on the most effective ways to begin selling to local hospitals and schools. Topics will include food safety requirements for institutional markets, wholesale pricing, strategies for communicating with food service directors, selling direct or through a distributor or food hub, and available resources to help you get started.

Supporting written materials will be available for download during and after the webinar. Participants will receive the webinar URL after their registration and payment is received. A recording of the webinar will be made available to registered participants.

Name: _____

Company/Organization: _____

Address: _____

Phone: _____

Email: _____

PLEASE PRINT ALL INFORMATION CLEARLY

Questions? Contact Garrett Ziegler at zieglerg@msu.edu or Kendra Wills at willsk@msu.edu or by phone at 616-608-7436

Register and pay ON-LINE at

<http://events.anr.msu.edu/>

[GSWsellingtoschoolsandhospitals/](http://events.anr.msu.edu/GSWsellingtoschoolsandhospitals/)

OR complete and return this form with \$10 payment in the form of check or money order, made payable to

MSU Extension

And mail to:

2014 Beginning Farmer Webinar
Alger Co MSU Extension
E9526 Prospect St., Suite 1

The webinar will run from 7:00—9:00 pm eastern time, log-on at 6:30 pm to test connection.

Test your software and connection: http://connect.msu.edu/common/help/en/support/meeting_test.htm