

WHOLESALE SUCCESS

On-Farm Food Safety Workshop for Diversified Vegetable Farmers

Participating farmers will receive a free copy of the *Wholesale Success* manual. Normally a \$70 value, this 316 page manual is newly updated and in its fourth printing. *Wholesale Success* covers up-to-date best practices information on food safety, postharvest handling, packing, business management, marketing, and crop-specific profiles for over 100 crops.

Learn about:

Food Safety Best Practices

Identify the needs of YOUR farm operation: on-farm risk assessment

Alignment with the FSMA Produce Rule

Profit-related recordkeeping and traceability systems

Human health and hygiene

Worker training

Maximizing produce quality while addressing food safety risk

Central Wisconsin Workshop Date and Location:

Portage County Courthouse Annex Building
1462 Strongs Avenue
Stevens Point, WI 54481

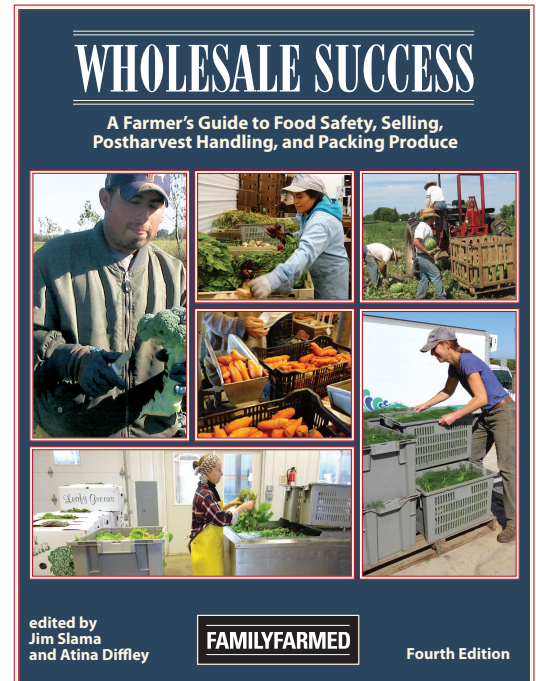
March 15, 2016 8:30am - 5:00 pm

Hosted by: University of Wisconsin-Extension
(Ken Schroeder and Erin Silva)

Program or registration questions? Contact Erin Silva:
emsilva@wisc.edu (608) 890-1503

What Farmers Are Saying:

"Tremendous resource! Wholesale Success book is a gem." "Easily one of the best presentations I have heard on anything anywhere!" "Wonderful! Lots of very useful, actionable information that will help me grow my farm business." "Atina Diffley did an excellent job! Good presentation from someone who has actually been a grower."



Our trainer, **Atina Diffley**, is an organic farmer and author of the 2012 award winning memoir, *Turn Here Sweetcorn, Organic Farming Works*. 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!

www.onfarmedfoodsafety.org
www.familyfarmed.org

FAMILYFARMED



This institution is an equal opportunity provider.

On-Farm Food Safety Workshop for Diversified Vegetable Farmers

To register: complete and mail this form, with payment (\$20 per attendee), to: Erin Silva, Department of Plant Pathology, 1630 Linden Dr., Madison, WI 53706

Preregistration is required; we apologize, but walk-ins may not be able to be accommodated

Name: _____

Farm/Business _____

Address _____

(Street)

(City)

(State)

(Zip)

Phone _____ Email _____

NOTE: Please provide a functional email address as we will use it to communicate with you prior to the class.

Please enclose total fee (\$20 per attendee). Payment must be made at time of registration.

_____ Check enclosed (payable to University of Wisconsin)

Location: The Central Wisconsin workshop will be held at the Portage County Courthouse Annex Building, 1462 Strongs Avenue, Stevens Point, WI 54481

Date and Time: March 15, 2016 8:30am - 5:00 pm

Meals and snacks: Mid-morning refreshments and lunch will be provided.

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