

MarketReady Producer Training Program

The MarketReady Producer Training Program is for those interested in selling products to **restaurants, grocers/wholesalers/retailers, and schools/institutions**. MarketReady provides professional marketing education to improve sales relationships and get you up to speed with the latest local food programs and resources. The training is based around best business practices identified by buyers in these markets that are actively seeking to engage local suppliers. The training goes through each key business function and focuses on the specific needs for each respective market.

We'd encourage you to share this information with producers in your area. To register for the workshop please contact either Mr. Todd Cooper (tcooper@agcenter.lsu.edu) or Dr. John Westra (jwestra@agcenter.lsu.edu) in the Agricultural Economics Department at LSU/LSU AgCenter.

Additional information on the MarketReady program can be found: <http://www.uky.edu/fsic/marketready/>



Workshop Date: June 17, 2015

8:30 AM - 3:30 PM

Botanic Gardens, City Park

New Orleans, LA

Registration deadline is June 12, 2015

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