

## You're Invited!

### Grow and Sell Produce For Large Volume Wisconsin Buyers Alliant Energy Center, Madison, WI February 9, 2010 - 10:00-2:30 pm

UW-Extension partners in Dane, Jefferson, Dodge, and Walworth counties, the Institutional Food Market Coalition, and other partners, are working together to bring you detailed and exclusive information about this new market opportunity. Growers at this meeting will have an opportunity to be invited to a subsequent meeting to meet with institutional buyers and distributors interested in sourcing locally.

**Who:**

- Large and small direct market farmers
- Commercial and wholesale farmers
- Tobacco farmers - think cabbage!
- Grain or dairy farmers - think sweet corn!
- CSA farmers - do you have unsold shares?
- Individuals new to growing fresh produce

**What:**

A workshop offering the information you need to sell to large volume institutional buyers in Wisconsin.

**Why:**

Large volume buyers in Wisconsin, including hospitals, universities and corporations, bought more than 1.5 million pounds of locally grown produce last year - and the demand is growing fast. Don't miss this great opportunity!

**Consider:** Based on 2008 budgets prepared by the Wisconsin Center for Dairy Profitability, over costs:

- 1 acre of pumpkins could be worth \$968
- 1 acre snap beans could be worth \$738
- 1 acre of summer squash could be worth \$4,173
- 1 acre of tomatoes could be worth \$8,354

**Where:**

Exhibition Hall at the Alliant Energy Center,  
1919 Alliant Energy Center Way, Room -  
Mendota 4, Madison, WI 53713.

**When:** February 9, 2010. 10:00 am to 2:50 pm

**Registration:** \$20.00. To RSVP, send in the form on the next page. For more information, contact (608) 266-6389, (608) 266-4270, or [witzling@co.dane.wi.us](mailto:witzling@co.dane.wi.us). Seating is limited!





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**Workshop Agenda**

**9:30: Registration**

Enjoy coffee and rolls.

**10:00 - 10:50: Institutional Buyers 101**

Are institutional markets right for you? We'll review expectations and a list of questions to help you decide. Olivia Parry, IFM Director.

**11:00 - 11:50: Marketing to Institutions**

Learn how to reach out, and get buyers key information about your product. After this, you will know the type of buyer to approach, what questions to anticipate and how to answer them! Scott Hoffland, Director of Restaurant Operations, UW Milwaukee. Joie Schoonover, Director of Dining and Culinary Services, Division of University Housing, UW-Madison.

**12:00 - 12:50: Box Lunch**

Network with farmers in your area!

**1:00 - 1:50 Budget and Planning**

Review sample budgets and hear about key issues: choosing crops, crop insurance, and return/acre. This session also includes information on transitioning from commodity to fresh market produce. Keith Vander Velde, Agricultural Agent, Marquette County UW-Extension. Heidi Johnson, Agriculture Educator, Jefferson County UW-Extension.

**2:00 - 2:50 Packing, grading, pricing**

What large volume buyers expect for grading standards, packaging, food safety and other critical information. Mary Jean Reading, Auction Manager at Badgerland Produce Co-op Auction.

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**Registration Form:**

**Name/s:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Amount Enclosed (\$20/person, cash or check only):** \_\_\_\_\_

Make checks payable to Dane County IFM, and return this registration slip to Dane County Planning and Development, CCB, Room #116, 210 Martin Luther King, Jr. Blvd, Madison, WI 53703. The Institutional Food Market Coalition (IFM), identifies and supports large volume buyers and local growers interested in selling and sourcing locally. Visit [www.ifmwi.org](http://www.ifmwi.org), for more information.