

Do you sell food products?



MARKET READY



Do you want to:

- Reach new markets?
- Capitalize on emerging trends?
- Manage market development risk?
- Develop better relationships with buyers?
- Improve profitability?



Get Market Ready in Akron!

Tuesday, February 28, 2012

9:00 a.m. – 4:30 p.m.

Mustard Seed Market and Cafe

3885 West Market Street, Akron, OH 44333

\$75/person and \$25 for each additional person from the same business

<http://go.osu.edu/MarketReady>

You will leave knowing what is expected to sell to your market!

- Product Selection & Supply
- Packaging, Labeling & Merchandising
- Pricing, Invoicing & Payments
- Delivery, Storage & Temperature Control
- Regulations, Certifications & Audits
- Insurance & Quality Assurance
- Connecting through Ohio MarketMaker
- Marketing, Communication & Relationship Building
- Management & Financial Capacity



To register, mail a check made payable to The Ohio State University to:

OSU South Centers, 1864 Shyville Road, Piketon, Ohio 45661

Register by phone by calling Julie Moose – 740-289-2071 ext 223 – moose.14@osu.edu

RSVP no later than Friday, February 24, 2012

