**AGENDA, BASKETS TO PALLETS MOCK TRAINING**

**Agenda**

**8:30am – 9:00am** **Arrival.** Enjoy home-made scones, fruit, bread, jams, coffee, tea, water and juice

**9:00am – 9:15am** **Overview of the Day | How to Give Friendly Feedback**

**9:15am - 9:45am** **Soft Skills Module**: Is Wholesale Right for You? Matching Your ‘Life’ Mission to Your Business Goals

**9:45am – 9:50am** **Friendly Feedback**: Start jotting down a few notes/reactions on the Form

**9:50am – 9:55am Pomodoro break**: Get up and walk around to get your blood moving, and let your mind go elsewhere

**9:55am – 10:55am** **Marketing Module:** Building Relationships, Collaborative Marketing

**10:55am – 11:00am** **Pomodoro break**: Get up and walk around to get your blood moving, and let your mind go elsewhere

**11:00am – 11:55am Marketing Module:** Communications, Market Strategies

**11:55am – Noon** Friendly Feedback: Start jotting down a few notes/reactions on the Form

**Noon – 12:45pm Lunch/Break/Social:** Lunch Buffet Menu

**12:45pm – 1:45pm** **Business Management Module:** SWOT Analysis, Is Wholesale Marketing Feasible?

**1:45pm – 1:50pm** **Friendly Feedback**: Start jotting down a few notes/reactions on the Form

**1:50pm – 1:55pm** **Pomodoro break**: Get up and walk around to get your blood moving, and let your mind go elsewhere

**1:55pm – 3:20pm** **Production Module**: Uniformity and Consistency in Scheduling (Animal/Plant), Grading, Sorting & Labeling

**3:20pm – 3:25pm** **Friendly Feedback**: Start jotting down a few notes/reactions to the questions provided.

**3:25pm – 3:30pm** **Pomodoro break**: Get up and walk around to get your blood moving, and let your mind go elsewhere

**3:30pm – 4:45pm**  **Food Safety:** Introduction to Produce Safety, Food Safety Risks on the Farm, Meeting Your Market’s Needs

**4:45pm – 4:50pm Friendly Feedback**: Start jotting down a few notes/reactions on the Form

**4:50pm – 5:00pm** **Closing thoughts | Travel reimbursement forms**

**FEEDBACK FORM (EXCERPT), BASKETS TO PALLETS MOCK TRAINING**

**Module 2: Marketing**

**Unit 2.1 | Building Relationships | Cheryl Thayer**

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|  | **Minimally**  | **Moderately** | **Mostly** | **N/A or I don’t know** |
| Was the approach used to teach this subject **effective?**  |  |  |  |  |
| Why or why not?  |
| Was the approach used to teach this subject **engaging?** |  |  |  |  |
| Why or why not?  |
| Was the presentation or activity the **appropriate skill level** for the target audience? |  |  |  |  |
| Why or why not?  |
| **Describe any additional reactions to this Unit**. You might suggest specific changes in content, structure, or delivery that could improve the Curriculum’s relevance or usefulness to you, or the farmer audiences you work with. |
| **Questions you had during this Unit’s presentation or activity:**  |