

Farm to Institution Market Readiness Training Conference

Wednesday, January 27, 2016 10:00am – 5:30pm

Holiday Inn Syracuse/Liverpool, Thruway Exit 37

- 9:30 Gather; coffee & pastry
- 10:00 Welcome & Introductions
- 10:10 Agenda Review
- 10:15 New York State Programs
- NY Farm to School – Andra Spencer, NYS Dep't of Ag & Markets
 - NY Farm to Pre-school – Darlene Yule, Capital District Child Care Council
- 10:45 MarketReady – Tim Woods, MarketReady, University of Kentucky
1. Communication & Relationship building
 2. Packaging
 3. Labeling
 4. Pricing
 5. Supply
 6. Delivery
 7. Storage
- 12:30 LUNCH
- 1:00
8. Invoicing
 9. Insurance
 10. Quality assurance and temperature control, Food Safety and GAPs
 - Erik Schellenberg, Cornell Cooperative Extension, Eastern Horticulture Program
 - Elizabeth Newbold, Cornell Cooperative Extension, Harvest New York
 - Robert Hadad, Cornell Cooperative Extension, Cornell Vegetable Program
 11. Satisfaction guarantee
 12. Working cooperatively
 13. Marketing - an ongoing process
 - C's for Successful Farm to School (Community, Cafeteria, Classroom)
- 3:00 BREAK
- 3:15 Buyer Panel
- Jim Liebow, Brockport Central School District; NY School Nutrition Association Farm to School
 - Katrina Costa, American Fruit & Vegetable
 - Dan Chapman, Finger Lakes Fresh
- 4:15 Workshops for Farmers
Scheduling; AFT/FINYS Coordination & Support; Binders & Resources; Evaluation & Reporting
- 5:15 Evaluation
Dinner and Tour logistics
- 6:30 Meet in lobby to carpool to Downtown Syracuse for dinner at LoFo 214 Walton St.