

FAMILY  
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# WHOLESALE SUCCESS

*Comprehensive Training for Fruit and Vegetable Crop Farmers in Best Practices for Post-Harvest Handling, Packing and Marketing*

**Monday, November 6<sup>th</sup>**  
**Charleston, SC\*\***  
Coastal Research & Education  
Center, 2700 Savannah Hwy.

**Thursday, November**  
**9<sup>th</sup> Clemson, SC**  
Madren Conference Center,  
230 Madren Center Dr.

*\*\*Please note: A Grower Training Course on Produce Safety and the Food Safety Modernization Act will be held on **Tuesday, November 7, 2017 at the Charleston location.** Please contact Kelly Flynn for details ([kgilker@clemson.edu](mailto:kgilker@clemson.edu))*

The goal of the training is to build the capacity of farmers to meet the burgeoning demand for locally/regionally grown fruits and vegetables. These trainings are being held based on the tremendous response and positive feedback resulting from the Wholesale Success training events held in Charleston, Columbia and Clemson in 2016. The 2017 training builds upon the previous events to guide participants in developing skills that are key to success in the marketplace, including post-harvest handling, cooling, packing, buyer-seller relationships, contracts, grade standards and more. As part of the classroom session the instructor will guide participants through a postharvest design process for their individual operations, and the workshops will conclude with an on-farm demonstration and critique of an existing produce processing line (CREC and Clemson farms). Seats are limited and pre-registration is required (see below).

## AGENDA

8:15AM - Registration  
8:30 - Welcome and Introduction  
8:50 - Respiration, Temperature, and Quality Loss  
10:15 - Postharvest Process/Packing Shed Design  
Noon - Lunch  
1:00PM - Packing Standards and Grades  
3:00 - Demonstration: Produce Handling and Processing with Q&A  
4:45 - Adjourn



## INSTRUCTOR:

Atina Diffley, is an organic farmer and lead trainer for the FamilyFarmed Wholesale Success Program. Atina's areas of expertise include post-harvest handling, brand-name marketing, greenhouse management, and organic farming systems. She is a co-author author/editor for Wholesale Success: A Farmers Guide to Selling, Postharvest

Handling and Packing Produce, and she presently serves on the boards of the Organic Seed Alliance and the Minnesota Institute of Sustainable Agriculture. From 1985 to 2008, she and her husband Martin ran the Gardens of Eagan, an urban-edge, organic vegetable farm, which he started in 1973 as one of the first certified organic produce farms in the Midwest

## COST

This workshop will be provided at **NO COST** thanks to special grant funding from the USDA Southern SARE Professional Development Program. Seating is LIMITED. Registration is required. The training includes a Wholesale Success manual\*, instruction, and lunch.

## REGISTRATION

**Seats are limited.** (40 in Clemson and 60 in Charleston). Pre-registration is required. Please email or call Kelly Flynn at [kgilker@clemson.edu](mailto:kgilker@clemson.edu) (or) (864) 656-5057 with questions or to register.