Register [here](#) for any Baskets to Pallets course(s). Contact: Yvette.Meunier@maine.gov / 592-0640.

**January 15th (Day One Training/Advanced Farmer focus)**

9am-10:30am: *Scaling Up to Meet Demand & Costs of Production* (Androscoggin/Aroostook Room)

You’ve mastered production for your CSA, farmers market, or other direct marketing venue. But now your local hospital is interested in purchasing your lettuce and tomatoes year-round and you aren’t sure how to plan for that quantity of product on a consistent basis. And how much should you charge? This workshop will offer tools and resources to help you understand how to successfully scale up your production to meet institutional demand, as well as how to determine your costs of production.

3pm-4:30pm: *Grading & Packing, General Food Safety for Institutional Markets & Panel* (Androscoggin/Aroostook Room)

So you’re getting ready to pack your first order for your wholesale customer, but you don’t know the first place to start. This workshop will break down the common methodologies for grading and packing your produce for successful delivery without damage. We’ll also cover general food safety criteria required by institutional customers, and how you can satisfy them without breaking the bank! We’ll close with a panel of buyers and farmers who are currently working in this area to hear about the opportunities, challenges, and how we can all work together to satisfy this demand.

**January 16th (Day Two Training/Explorers & Beginning Farmers)**

9am-10am: *Choosing a Market Channel, Building Your Brand & Creating a Sell Sheet* (Arnold/Howard)

This session will feature an overview of the Market Channel Assessment Tool, created by Matt LeRoux of Cornell Cooperative Extension, which helps identify seven areas of your farm which will inform which market channel fits your farm (and life) needs the best. We will then discuss the importance of building a brand for your farm, the components necessary, and the steps needed to gain consumer recognition. Finally we’ll start exploring the infamous “wholesale sheet”. Do you have one? Do you need one? How do you go about creating one?

11am-noon: *Choosing a Market Channel, Building Your Brand & Creating a Sell Sheet* (Arnold/Howard)

This session will feature an overview of the Market Channel Assessment Tool, created by Matt LeRoux of Cornell Cooperative Extension, which helps identify seven areas of your farm which will inform which market channel fits your farm (and life) needs the best. We will then discuss the importance of building a brand for your farm, the components necessary, and the steps needed to gain consumer recognition. Finally, we’ll start exploring the infamous “wholesale sheet”. Do you have one? Do you need one? How do you go about creating one?

2pm-3pm: *How to Build Relationships & Panel* (Arnold/Howard)

We’ll end our day exploring how we go about building successful relationships with buyers in this noisy world of competing with national brands for the consumer’s food dollars. We’ll then hear from a panel of both buyers and farmers about their best practices in building successful relationships – what’s worked, what hasn’t, and what’s required.