

Tell Your Story, Sell Your Produce: Tour of Produce Markets

Are you ready to sell your boxed and labeled product through new market venues? Would you like to make valuable contacts with buyers? Join us on a bus tour of markets in the San Francisco Bay Area to meet buyers and tell your story. Decide for yourself if new approaches to marketing are right for you and your farm.

Date: Tuesday, November 5 from 5:15 am to 6:30pm

Where: Growers may join the tour in Watsonville or San Martin prior to scheduled visits at San Francisco Bay Area markets.

UCCE Santa Cruz County
1432 Freedom Boulevard
Watsonville

Santa Clara Government Bldg. parking lot
80 W Highland Ave., Building K
San Martin

Bus departs promptly at 5:15 am

Bus departs promptly at 6:00 am

Cost:

- \$20 per person to register; fully refundable upon boarding the bus.
- Space is limited to 40 attendees.
- To register call UCCE (831) 763-8040 or email cesantacruz@ucdavis.edu or you may register in person at Watsonville office. Cash or check (to Regents of UC) accepted.

Why Attend: If you grow fruits or vegetables on a small farm and are looking for a new market channel, or you just want to learn about a variety of markets in the San Francisco Bay Area, this one-day bus tour is for you. Perhaps you sell at the farmers market, have a CSA, or sell everything to a processor or packinghouse but you are now looking for another way to sell your produce. Where do you begin? A good way to start is to simply meet buyers who are interested in purchasing produce directly from small-scale farms, people who care about family farms like yours. They will show you how their operation works, and describe what it takes to successfully market products.

The itinerary:

- 5:15 am: The bus departs UC Cooperative Extension office from Watsonville.
- We head for San Francisco with one stop in San Martin at 6:00am to pick up more growers.
- En route we will learn about food safety for small farms by viewing a newly released 20 minute video and also learn about credit and lending opportunities from a representative of Farm Credit banks.
- Our first stop will be at the San Francisco Wholesale Produce Market where we will hear from different buyers at the terminal market.
- We will then visit one or more distributors and /or fresh cut operations close to the market.
- Lunch is on us.
- In the afternoon we will visit an independent retailer and a food service buyer that markets local products. You will have time on the return trip to network with other growers and attendees.
- 5:45 pm and 6:30PM estimated arrival to San Martin and Watsonville, respectively.

After tour assistance: If you join the tour and then decide that you would like some one-to-one assistance with developing a marketing strategy, we will arrange for a consultation with you.

This tour is funded by a grant from CoBank, Farm Credit West, American AgCredit, and Farm Credit Services of Colusa-Glenn. It is a project of the University of California Cooperative Extension and UC Sustainable Agricultural Research and Education Program, (SAREP), / Agricultural Sustainability Institute (ASI)

Register for Tour

Name(s):	
Farm or business name:	
Mailing address:	
Phone/Best Contact Information:	
Email	

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