

# FAMILYFARMED

## **FamilyFarmed Seeks Hosts for On-Farm Food Safety, Postharvest Handling, & Wholesale Marketing Training Workshops Available for Small to Mid-Acreage Produce Farmers and Food Hubs**

FamilyFarmed is pleased to announce the opportunity to bring our acclaimed training resources to your network of produce farmers. Our workshops are highly customizable to focus on your areas of need and can be scheduled for 1 day or 2 day workshops. Core topics could include:

- Proper pre/post-harvest handling techniques
- Wholesale Marketing and operations
- Maintaining the cold chain, cleaning and drying, packing and grading
- Packing shed and farm site map design
- Developing relationships with buyers
- Why and what of food safety, basic FSMA information, sources of potential contamination, agricultural water
- Worker health, hygiene and sanitation, record keeping, traceability, food safety plans
- Legal contracts & wholesale sales agreements

Workshop activities may include: presentation, farmer and/or buyer panel, activities and small group work, group assessments and discussion, beginning food safety plans, making farm site maps, facility tours and site visits, reception/Meet the Buyers networking event.

Based on our publication [Wholesale Success: A Farmer's Guide to Food Safety, Selling, Postharvest Handling, and Packing Produce](#), the training program has engaged on-the-ground partners to train thousands of growers across the U.S. on how to better meet buyers' expectations for food safety, product consistency, and product quality.

Our trainings are led by Atina Diffley, author of the 2012 award-winning memoir, *Turn Here Sweet Corn: Organic Farming Works*, and a pioneer in the organic farming community who will offer first-hand expertise, practical/scale-appropriate systems, step-by-step recommendations, group dialog and food safety plan writing for farmers to succeed in selling wholesale.

FamilyFarmed will work with your organization to customize the workshop for your fruit and vegetable growers. Through this program, we will:

- Provide participating farmers with our recently updated 316-page technical assistance manual, Wholesale Success: A Farmer's Guide to Food Safety, Selling, Postharvest Handling, and Packing Produce
- Conduct a customized workshop, based on the manual, that is presented by our seasoned farmer/trainer Atina Diffley
- Provide continuing assistance to participants who want to complete a customized food safety plan using our free, online on-farm food safety tool (available in English and Spanish)

Who do we partner with to provide these trainings?

- Wholesale/institutional buyers
- Food hubs and packinghouses
- Non-profit organizations
- University Extension offices
- Departments of Agriculture
- Farmer Cooperatives/Auctions
- Retailers
- Farmers markets

For more information about our workshops, including financing/grant options to cover all associated costs, please contact James Pirovano at [james@familyfarmed.org](mailto:james@familyfarmed.org).

Sincerely,

Jim Slama, President, FamilyFarmed.org

### **Wholesale Success and On-Farm Food Safety**

Now in its fourth edition, our 316-page Wholesale Success manual includes comprehensive sections on issues such as Building Relationships with Buyers, On-Farm Food Safety, Cooling and Curing Produce, Packing Shed Design, Proper Post-Harvest Handling and Calculating Return on Investment. It also includes over 100 crop profiles that give specific harvesting, cooling, storage, and packing information on most of the fruits and vegetables grown in the United States. A main focus of the manual is food safety and its increasing importance to wholesale buyers.

In response to food safety issues in recent years, FamilyFarmed.org and a broad coalition of food safety leaders developed the On-Farm Food Safety Project, a comprehensive national program that offers farmers technical assistance to develop risk-based food safety programs for their operations. The On-Farm Food Safety website includes an easy-to-use online tool that generates customized on-farm food safety plans based on user input. The tool is based on Harmonized GAP standards developed by United Fresh and industry partners. This tool has been specifically designed for small and mid-scale produce growers to provide them with a full set of record keeping tools to document their food safety program and to provide training to their employees.