



**WORKSHOP AND ROUNDTABLE DISCUSSION**  
With the Mass. Farm to School Project

-- for FARMS THAT WHOLESALe --

**HOW TO PROFIT  
FROM INSTITUTIONAL DEMAND FOR  
“LOCALLY GROWN” PRODUCE**

February 3: Hadley UMASS Extension office  
(the northeast Chartwells/Foodbuy buyer will attend this session only)

February 9: Devens Common Center \*

February 17: Pittsfield Athenaeum \*

February 25: Wrentham Town Hall \*

At each meeting we will discuss:

- Ø The increased value of “local” to distributors who sell to schools.
- Ø When direct sales to schools or other institutions are profitable.
- Ø New ways of distributing produce to institutions.
- Ø Materials the Project could develop for wholesale farms to promote their products to distributors.

Start time is 10:30 a.m. and lunch will be provided.

R.S.V.P. to [mafarmtoschool@gmail.com](mailto:mafarmtoschool@gmail.com), or call 413-253-3844.

\* School food service directors who received Fresh Fruits and Vegetable grants have been invited to join us at these meetings to discuss their increased needs for local produce.

Many thanks to our co-sponsors!  
MassDevelopment, MDAR, NEVBGA, Mass. Farm Bureau, and UMass Extension