

AGENDA

- 8:30-9:00 Welcome and Registration
- 9:00-10:45 Post-Harvest Principles and Practices
- 10:45-11:00 Break
- 11:00-12:30 Pack-Out, Storage, Delivery, Marketing
- 12:30-1:30 Lunch
- 1:30-3:00 Individual Crop Profiles, Creating Handling Plans
- 3:00-3:15 Break
- 3:15-4:30 Trouble-Shooting and Making it Your Own
- 4:30-4:40 Networking and Farewell

SPONSORS & PARTNERS



Wisconsin Dept of
Agriculture,
Trade and Consumer
Protection

Vernon Economic
Development Association



Organic Farming
Works, LLC



Oconomowoc
Lake Club

**MICHAEL FIELDS
AGRICULTURAL INSTITUTE**



Please advise us at least 10 days before event if you are handicapped and require special accommodations. Requests will be kept confidential.



**BUY LOCAL
BUY WISCONSIN
2009-2010
REGIONAL WORKSHOP
ROADSHOWS**



January 2010

POST-HARVEST HANDLING

*FOR VEGETABLE PRODUCTION
QUALITY AND SUCCESS*

Join farmers/educators Atina Diffley and Laura Frerichs for an in-depth look at the tools, techniques and philosophies used to ensure high-quality produce after harvest.

Wed., January 6th: Oconomowoc

9:00 am - 4:30 pm

Thur., January 7th: Viroqua

9:00 am - 4:30 pm



THE WORKSHOP

Post-Harvest Handling

*For Vegetable Production
Quality and Success*

What does your produce look like a week or two after it leaves your farm? How you handle it before and after harvest affects the quality, nutrient levels and shelf life of your fresh produce after it leaves your care. Product quality creates your farm reputation, which leads to your success. Join farmers/educators, Atina Diffley and Laura Frerichs for an in-depth look at the tools, techniques and philosophies used to pack quality product with long shelf life. Areas covered include pre-harvest considerations, respiration and harvest, cooling produce, cleaning, packaging and sorting, pack areas, storage, delivery and marketing.

THE SPEAKERS

Atina Diffley is an experienced, award-winning organic vegetable farmer, public speaker and educator. The Diffeys founded the urban-edge, organic vegetable farm Gardens of Eagan (GOE) 1973-2008. In 2008 they sold GOE to the Wedge Co-op to give the farm a life that will span generations and to create an organic field school at GOE. Atina serves as Board President with the Organic Field School at Gardens of Eagan and provides consulting services through her business, Organic FarmingWorks LLC.

Laura Frerichs co-owns and operates Loon Organics, a 40-acre certified organic vegetable farm in Hutchinson, MN. After graduating from Grinnell College in Iowa, Laura worked on over five different vegetable and fruit farms across the country before starting Loon Organics in 2005. Loon Organics grows vegetables, herbs, and flowers for a 125+ member CSA, local retailers, restaurants and the Mill City Farmers Market in Minneapolis. She is a farm consultant and presenter on a wide variety of issues from vegetable production budgets to post-harvest handling.

LOCATIONS

Wednesday, January 6th, 9-4

Oconomowoc Lake Club
4668 Lake Club Circle
Oconomowoc, WI 53066
Contact: Kenny Monroe, 608-224-5112
kenneth.monroe@wisconsin.gov

Thursday, January 7th, 9-4

Viroqua Area Medical Clinic - Lower Level Conference Room
407 S Main St
Viroqua, WI 54665
Contact: Susan Noble, (608) 637-5396
snobel@veda-wi.org

This workshop will also take place as a part of the following larger conference (registration prices and details may vary)

Wednesday, January 20th, 9-4

12th Annual Midwest Value Added Agriculture Conference, 4th Annual Wisconsin Local Food Summit
205 S Barstow St.
Eau Claire, WI 54701
Contact: Lindsay Raab
612-309-9932, raablk@gmail.com
For more information, and to register, visit:
www.rivercountryrccd.org/valad.html

Upcoming Buy Local Workshops

Jan.-March: Quickbooks for Farmers
* February: Food Safety on the Market Farm
* *Specific to fresh fruit and vegetable growers.*

For more information, visit
www.datcp.state.wi.us/registration/workshops.jsp

REGISTER ONLINE

(Encouraged) at:

www.datcp.state.wi.us/registration/workshops.jsp

See below to register by mail.

Name: _____

Business/
Organization: _____

Title: _____

Address: _____

City, State, Zip _____

Phone: _____

Email: _____

Vegetarian? **YES** _____ **NO** _____

I plan on attending the following session:

___ **Oconomowoc**

___ **Viroqua**

COST: \$20/person

Amount Enclosed: _____

Mail registration and check payable to:

WI DATCP

Buy Local Buy Wisconsin Workshops

2811 Agriculture Drive

PO Box 8911

Madison, WI 53708-8911

ATTN: Kenneth Monroe

Questions Regarding Registration:

Kenny Monroe, kenneth.monroe@wisconsin.gov

(608) 224-5112

If you plan on attending the Eau Claire session, please refer to the websites listed at left. (prices may vary)