

MID-ATLANTIC

fruit & vegetable convention



Pre-Convention Workshop
Managing Your Retail Market
Monday January 29, 2018

1:00 p.m. to 4:30 p.m.

Fee - \$45

Schedule

- 1:00 **Business Development** – to be announced
- 1:45 **Evaluating an New Enterprise** - Ginger Myers, Univ. of Maryland Extension
- 2:30 **Break**
- 3:00 **Working to Maximize Sales Per Square Foot** - Joshua Smith, Frecon Orchards
- 3:45 **Market Forecasting and Analysis** - Michael Sciabarrasi, Univ. of New Hampshire Extension
- 4:30 **Adjourn**

*Presented by the
Mid-Atlantic Fruit and Vegetable Convention
and Penn State Extension*



Pre-registration is required.
Register with PVGA [here](#).
For information call 717-694-3596