



2023
MID-ATLANTIC
fruit & vegetable convention
JANUARY 31–FEBRUARY 2, 2023
HERSHEY LODGE
Hershey, Pennsylvania
www.mafvc.org

Pre-Convention Workshop **Managing a Profitable Farm Market Bakery** January 30, 2023

1:00 p.m. to 4:30 p.m.
Fee: \$25 (no lunch)

Having a bakery within your farm market is a big commitment. Once you decide to do it, there is no going back. It's adding another business within your business. Whether you have a bake-off bakery or a scratch bakery, it needs to be managed well and it needs to be profitable. In this workshop we'll hear from three markets with bakeries that are a destination experience! Topics include: best practices, baked goods as a community fundraiser, workforce management and other innovative ideas. Speakers are: Tad Kuntz with the Masonic Village Farm Market; Josh Smith & Holly Haas with Frecon Farm and Caleb Torrice with Tabora Farm.



Pre-registration is required.
Register with the group of your choice [here](#).
For information call 717-694-3596