



JOIN US!

Bay Area Wholesale Market Tour

June 13, 2017



Join UC Cooperative Extension's Margaret Lloyd and UC Small Farm Program's Shermain Hardesty on a tour of wholesale markets in the San Francisco Bay Area .

We will be meeting with:

- Michael Janis, General Manager, San Francisco Wholesale Produce Market
- Cooks Company, San Francisco Wholesale Produce Market
- Organic Produce Wholesaler, San Francisco Wholesale Produce Market
- Bay Cities Produce, San Leandro
- Simon Richard, BiRite Market's Produce Manager, San Francisco
- Topics covered: Pricing, produce quality, packaging standards, grading standards, building relationships, selling to wholesalers, compliance and other topics.

The bus will begin loading at 6:15AM in front of the UC Cooperative Extension Office in Woodland, 70 Cottonwood Street. **We will leave promptly at 6:30AM, returning by 5:30PM.**

\$10, REGISTER BY JUNE 9 Space is limited.

Registration fee includes a snack, bottled water and lunch.

<http://ucanr.edu/survey/survey.cfm?surveynumber=21089>

TOUR DESCRIPTION

The tour will begin with an overview of the San Francisco Wholesale Produce Market by Michael Janis, the Market's General Manager. We will also visit several of the Market's vendors, including Cooks Company and an organic produce wholesaler. We will talk to buyers about what they look for when buying produce, and learn about standard pricing practices.

We will then visit Bay Cities Produce in San Leandro; it supplies produce to restaurants, institutions, foodservice and government organizations. Bay Cities carries a full line of fresh, frozen, and prepared fruits and vegetables. Next, we'll visit with BiRite Markets' Produce Manager, Simon Richard, and learn how they buy direct from farmers and what they are looking for. The tour will cover the specialties of the different wholesalers and provide tips on how to build long-lasting relationships with wholesale clients.

During the bus ride from Woodland to San Francisco, Shermain will describe the packaging and grading standards that farmers and other businesses must comply with when selling wholesale.