



COUNTY OF YOLO

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Farmer/Buyer Connection Day January 18

(Woodland, CA) – This year’s Farmer/Buyer Connection Day will be held on Wednesday, January 18 at Norton Hall, located at 70 Cottonwood Street in Woodland. This event, designed to increase sales for specialty crop farmers through direct connection to institutional buyers, will begin at 3:00 p.m. with a reception to follow.

With the popularity of the ‘Farm to Fork’ movement, restaurants, schools, hospitals and others who buy product in bulk are seeking greater connection to regional farms who can provides the supplies needed. Institutional buyers, however, do not often know where to find a farmer with the products for which they are seek. The third annual ‘Yolo Farmer/Buyer Connection Day’ is intended to solve this problem by making the introductions that in turn, make sales.

“Over the last three years in which we’ve held the Farmer/Buyer Connection Day event, I’ve seen farmers come out with some big sales,” said Yolo County Agricultural Commissioner John Young. “This opportunity for farmers to directly connect with institutional buyers is rare.”

“We discovered that a speed dating format gives everyone a chance to meet everyone else,” said Yolo County Farmbudsman Kristy Levings. “After the meet and greet portion of the event, the reception gives participants a chance to follow-up individually and solidify future business.”

Buyer attendees include restaurants, grocers, schools, hospitals and other institutional buyers from across the region. Distributors are also welcome. Farmers at the event offer a range of several hundred types of fruits, vegetables, nuts, jams, meats, dairy products and more.

Registration for this free event is required. To register and for more information, visit: www.HarvestHubYolo.com/events.

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