

## Succeeding in Today's Environment – Tips on Wholesale Marketing

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Selling to A Distributor, Food Service vs. Retail, Quality Control including Temperature Regulation, Pallets, Pricing, Software, Packaging & Specs. Differences between selling through a distributor and a Food Hub.



Tara Roberts-Turner is a founding member of Wisconsin Food Hub Cooperative. She currently serves as their General Manager, & President of the Board of Directors. Tara has worked in project management, education, and business. Tara also co-manages Turners Fresh Market. Turners Fresh Market includes both direct and wholesale marketing of fresh produce, greenhouse products and value added items. Tara has a Master's from Tufts University in Agricultural Public Policy and a BS from Boston University.