



SAVE ~ the ~ DATE

LOCATION

Los Angeles Trade
Technical College
(LA Trade Tech)
400 W. Washington Blvd.
Los Angeles, CA 90015

DATE

September 7, 2013 (Saturday)

TIME

9 AM - 5 PM

Lunch is provided for participants
who register before 8/30.

COST

This event is **FREE** for market
owners, managers and staff

PARKING

Free parking available in
LATTC lot on west side of Olive
Street between Washington &
21st street. No permit needed.

REGISTER

BY PHONE

323 - 452 - 3890

BY EMAIL

healthymarkets@goodfoodla.org

ON EVENTBRITE

neighborhoodmarkets2013
.eventbrite.com

Healthy Neighborhood Network presents:

HEALTHY FOOD, HEALTHY BUSINESSES

BUSINESS & LEADERSHIP TRAINING FOR NEIGHBORHOOD MARKETS

- GROW YOUR BUSINESS
- IMPROVE YOUR MARKET
- NETWORK WITH INDUSTRY PROFESSIONALS
- ATTRACT MORE CUSTOMERS
- BE A **HEALTHY FOOD CHAMPION** IN YOUR COMMUNITY



Photo of Mama's Chicken

Are you a neighborhood market looking to take your business to the next level? Have you ever wanted to sell more food products but not sure how to get started or how to make money doing it? The Los Angeles Food Policy Council presents a full day of powerful speakers, exciting workshops, and networking opportunities for independent market owners

and their staff. Whether you operate a convenience store or neighborhood market, this event will provide you with the skills, resources and connections needed to upgrade your business and successfully introduce healthy food products at your store.



Topics to be covered:

Hot Trends in Food Industry
Permits
Marketing
Produce Management
Merchandise Strategy
Pricing Strategy

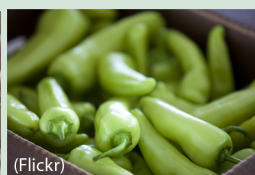
Customer Loyalty
Vendor Relationships
Store Design
Product Display
And more!



Photo by USDAgov (Flickr)



Photos by DCCentralKitchen



(Flickr)



The Healthy Neighborhood Market Network is a project of the Los Angeles Food Policy Council that connects independent food retailers, community groups and residents in order to revitalize neighborhood markets as community serving healthy food retailers. "The Network" is a resource for store owners to build skills, access resources and grow as business professionals. The Healthy Neighborhood Market Network training series is generously supported by Citi Community Development and the JIB Community Building Initiative.

www.communitymarketconversion.org



GUARDE

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FECHA

LUGAR

Los Angeles Trade
Technical College
(LA Trade Tech)
400 W. Washington Blvd.
Los Angeles, CA 90015

FECHA

Sábado, 7 de septiembre 2013

HORA

9am - 5pm
Almuerzo será proveido para
los registrados (quien registrar
antes de 8/30).

COSTO

Este evento es **GRATIS** para
propietarios de negocios,
gerentes y empleados.

REGISTRESE

Por telefono
323 - 452 - 3890

Por correo electrónico
healthymarkets@goodfoodla.org

Por Eventbrite.com
[neighborhoodmarkets2013
.eventbrite.com](http://neighborhoodmarkets2013.eventbrite.com)

La Red de Mercados Comunitarios Saludables Presenta:

**Comidas Saludables,
Negocios Saludables**

*Un Entrenamiento de
Desarrollo Empresario
para Mercados
Comunitarios Saludables*

**UN ENTRENAMIENTO GRATIS PARA LOS
DUENOS DE MERCADOS COMUNITARIOS**

- MEJORE SU MERCADO
- HAGA CRECER SU NEGOCIO
- ATRAIGA A MÁS CLIENTES

Este entrenamiento especial esta diseñado para proveer a propietarios independientes de tiendas y a sus empleados con recursos y habilidades necesarias para vender comida saludable en sus tiendas.



Photo of Mama's Chicken

Expertos de la industria alimentaria y financiera darán consejos para crecer el negocio y mejorar la venta y promocion de la comida fresca.



Photo by USDAgov (Flickr)

Manténgase conectado con la Red de Mercados Comunitarios Saludables (Healthy Neighborhood Market Network) para aprender sobre recursos disponibles para su negocio.

**¡SEA UN CAMPEÓN DE LA
COMIDA SALUDABLE EN SU COMUNIDAD!**



La serie de entrenamiento de la Red de Mercados Comunitarios Saludables es generosamente apoyada por Citi Community Development y The JIB Fund Community Building Initiative.



Photos by OCCentralKitchen



(Flickr)

