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USDA WEBINAR INVITATION – “HOW TO SELL FRUITS AND VEGETABLES TO THE USDA”

As a service to the produce industry, USDA’s Agricultural Marketing Service (AMS) presents an interactive webinar entitled **“How to Sell Fruits and Vegetables to the USDA.”** The webinar is hosted by **Red Book Credit Services** as part of its free **Red Book University** educational offering.

The speaker for **“How to Sell Fruits and Vegetables to the USDA”** is Ron Ulibarri, Acting Chief of the Commodity Procurement Branch of AMS Fruit and Vegetable Programs. **AMS purchases fruits and vegetables from industry vendors for distribution to a variety of domestic programs including the National School Lunch Program.** Overall, more than \$478 million is spent on close to one billion pounds of product each year. In this webinar session, both large and small sized fruit and vegetable growers and processors will learn how to sell to the USDA and what products the USDA purchases.

Following a formal presentation, participants in the webinar will have the opportunity to ask questions. Attendees of previous sessions have included growers and processors of all sized operations and others along the produce supply chain, as well as representatives from academia and government.

The free webinar will be held on **Wednesday, July 14 at 2:00 pm Eastern Time.** **If you are interested, contact Olga Kehmeier at Red Book Credit Services directly or complete the form below and fax or email it to Ms. Kehmeier.**

We know you won’t want to miss this webinar, and look forward to your participation.

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RED BOOK UNIVERSITY REGISTRATION FORM

Name of Webinar: **“How to Sell Fruits and Vegetables to the USDA”**
Date and Time of Webinar: **Wednesday, July 14, 2:00pm Eastern Time**
Name: _____
Title: _____
Company Name: _____
Address: _____
City, State & Zip _____
Telephone Number: _____
Email Address: _____

Fax or email your Registration Form to 913-438-0690 or email to okehmeier@rbc.com

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