

Preserving the Harvest

Presenters: Beth Linskey and Liz Beals

bfk@bethsfarmkitchen.com

Plan ahead when you are ordering your seeds. What are you growing? What are you going to do with the produce? What is your plan for the excess? You could create a value added product with it. You could process the product yourself or have it made someplace else.

All of this planning has to happen in the winter because kitchens and custom food producers are just as busy as you are in the summer when the produce is coming in!

Start planning: What are you going to do with your produce? You could: can fruits in simple syrup, jellies, jams, apple sauce, butters, no sugar added spreads, chutneys, relishes, pickles, freeze dry, freeze, vacuum package, batch freeze, dry, make ketchup, tomato sauce, salsas, and so much more. There's even lacto-fermented, which is being discussed in another session.

If you are going to make your own products, you need to develop your recipe in the winter or have someone else develop it for you at that time.

1. If you have a kitchen that can be used for processing and making product, what are you going to make? If you do not have your own kitchen, consider a custom food producer or renting a kitchen.

Custom Food Producer and/or Rentable Kitchen Resources:

Long Island Region	Taste Of the North Fork	Jeri Woodhouse	631-734-6100	jeriwood@aol.com
Finger Lakes Region	SUNY Morrisville/Nelson Farms	Dave Evans	315-655-8831	evansdl@morrisville.edu
	Martin's Kitchen	Eli Martin	(607) 243-8197	www.martinskitchen.com no email available
Capital/Saratoga	Schoharie Co-Op Cannery	Peter Perhson	518-702-4061	peter.pehrson@comcast.net
Adirondacks	Battenkill Kitchen	Paula Schafer	518-854-3032	manager@battenkill.com
NYC	Mi Kitchen es Su Kitchen	Katherine Gregory	212-452-1866	mikitchen1866@aol.com
Hudson Valley	Beth's Farm Kitchen	Beth Linskey	518-799-3414	bfk@bethsfarmkitchen.com
	Cook and Bake Center	Janine Goldentaier	914-698-3663 914-844-2218	info@cookandbakecenter.com
	Farm To Table Co-Packers	Luc Roels and Jim Hyland	845-383-1761	luc@farm2tablecopackers.com
	Hometown Foods	Anna Dawson	518-758-7342	annadawson@berk.com
	Jennifer's Kitchen	Rich Sheridan	914-384-2825	yonkertonk@yahoo.com
	Micosta	Steve McKay	518-755-4102	micosta@mhcable.com
	Rogowski Farm	Cheryl Rogowski	845-258-4456	wwwrfarm@warwick.com
	Shaker Mountain Cannery	Kristen Greer Woolery	917-648-8119	jkristengreer@yahoo.com
Niagara	Go Veggies	Genga Pannampalam	(716) 908-2778	goveggies@gmail.com

2. Now that you have started to figure out where the product is going to be made and what you are going to make, the next step is:

a. applying and getting approval for Scheduled Processing via Cornell with Olga Padilla-Zakour and Elizabeth Kneller

Resources: Olga Padilla-Zakour 315-787-2273 oipl@cornell.edu
Elizabeth Kneller esk15@cornell.edu

3. Licensing: A 20-C license can be acquired through the Department of Agriculture and Market.
 - a. Inspection is also done by Department of Agriculture and Markets in most areas. Check your local requirements.
4. Water Tests for your facility: some counties have it done by the Health Department.
5. Best Practices Training Class through Cornell with Olga Padilla-Zakour
6. pH Meter: All foods that have acid added, need to have their ph checked with a meter. The meter can be purchased online very inexpensively. Be sure you know how to operate it, maintain it and calibrate it for inspection! Be sure that all of your acidified food records are kept in ink, clean, neat, organized, and legible writing for inspection.
7. Equipment: Pots and spoons Resource: Beranberg's Pots in Syracuse Farmer's Market 315-382-7752
8. Now that you have all these details lined up before the growing season, you need to have a plan for how you are going to process/prepare your produce when it starts to come in from the harvest!

Wash fruits that have been harvested from a muddy field or peel peaches. Some fruits don't need to be peeled: apricots, nectarines, or plums. Some fruits can be frozen directly from the field: blueberries or raspberries. Once fruits and vegetables are ready, they can be chopped, pureed, or halved and be: vacuum package frozen, Individually Quick Frozen (IQF'd), batch frozen in buckets, flash or blast frozen. You need to figure out where you are going to store all of this product! You can find companies that will chop products for you:

Resource: Harvest Cuts in Menands Farmer's Market in Capital District 518-436-1425

9. You need to choose the packaging for your finished product: jars, glass, plastic, bags, and buckets. You have to decide on packaging that takes best advantage of your time and money!

Resource: Burch Bottle Distributors in Waterford, NY 518-273-1845

Okay, so you've got your product grown and made, now you need to figure out labeling and marketing:

10. Farmer's markets require labels on your product. But most importantly your CUSTOMER wants a label and nutritional information.

a. It is suggested that you have your label looked at by State of New York Department of Agriculture and Market.

Resource: Erin Sawyer
518-457-5380(phone)
518-485-8986 (fax)
10 B Airline Drive
Albany, NY 12235
www.agmkt.state.ny.us

b. Nutritional Analysis can be done through companies that you can find online.

Resource: The Small Scale Food Processors of NY State will do labels at a cost of \$80 per label for a non-member and \$50 per label for members.

c. There are many options in labeling. A few companies that we are familiar with:

Creative Labels of Vermont Jim Pinsonneault (800)639-7092
Grower's Discount Labels Stu McCarty (800) 693-1572
Greenbush Tape and Label 518-465-2389

11. Now you need to determine your target market and develop a marketing and branding strategy. Capture the uniqueness: location, region, flavor, organic and/or natural, "your story".

a. Sales options: Farmer's Markets, Retail Store, Farm Stand, online, wholesale, Market Maker at: <http://ny.marketmaker.uiuc.edu/> and Taste The Regions Gift Box with Small Scale Food Processors of NY <http://www.nyssfpa.com/>

b: Branding: What is a brand? How a business tells customers what to expect, means through which a business gets credit for the quality they represent and deliver, a relationship involving experience, trust, and values.

c. "A brand is a perception or emotion, held by a buyer, describing the experience related to doing business with a company or consuming its products or services. Brand building = relationship building". It's building a trusting, mutually beneficial relationship with a company, a product or a service." Quote by David Grusenmeyer