



# WORKSHOP 1: Farm to Grocery Legality and Overview 3.30.2021



# INVENTORY



# INVENTORY



# MEET YOUR FACILITATORS



**Ren  
Olive**



**Dr. Kathy  
Draeger  
(S/SE)**



**David  
Abazs  
(NE)**



**Greg  
Schweser  
(C)**



**Alma  
Jorgenson  
(S/SE)**



**Shannon  
Stassen  
(NW/WC)**



# REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIPS

**Linda  
Kingery**  
Crookston



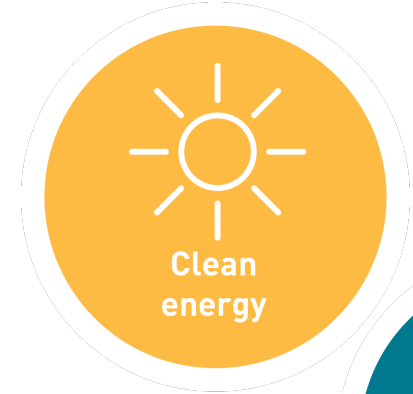
**Anne  
Dybsetter**  
Willmar



**David  
Abazs**  
Duluth



**Molly  
Zins**  
Brainerd



# In partnership with:



sustainable  
farming  
association  

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OF MINNESOTA



# With support from:

MDA Specialty Crop  
Block Grant



Arrowhead Economic  
Opportunity Agency /  
Rutabaga Project

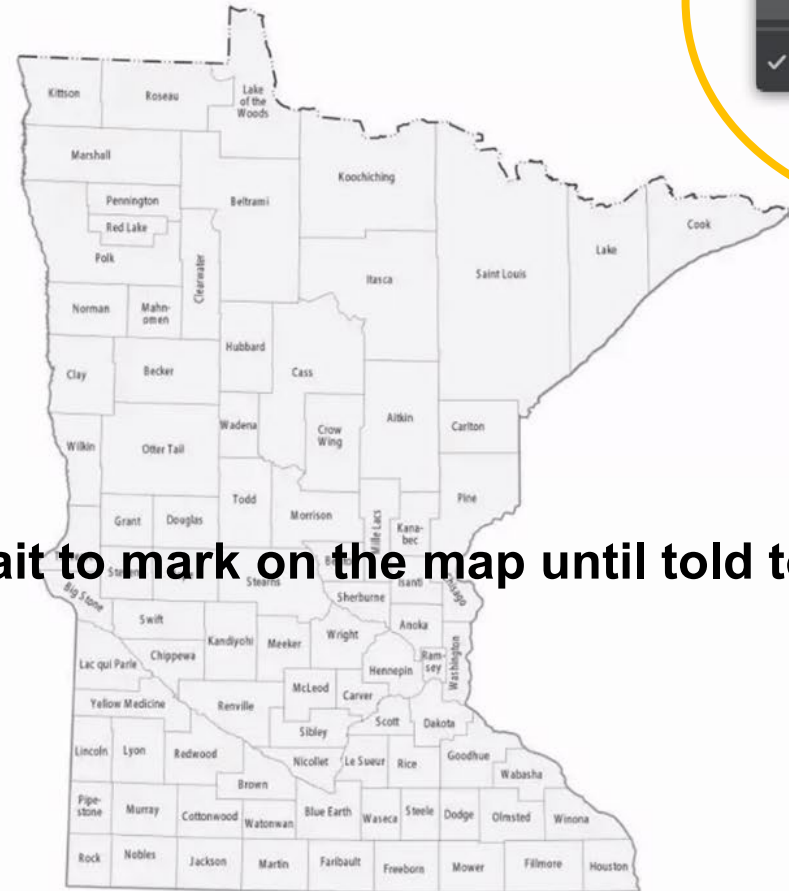


Zoom Ratio Fit to Window &gt;

Request Remote Control

Annotate

✓ Side-by-side mode



**\*please wait to mark on the map until told to do so\***

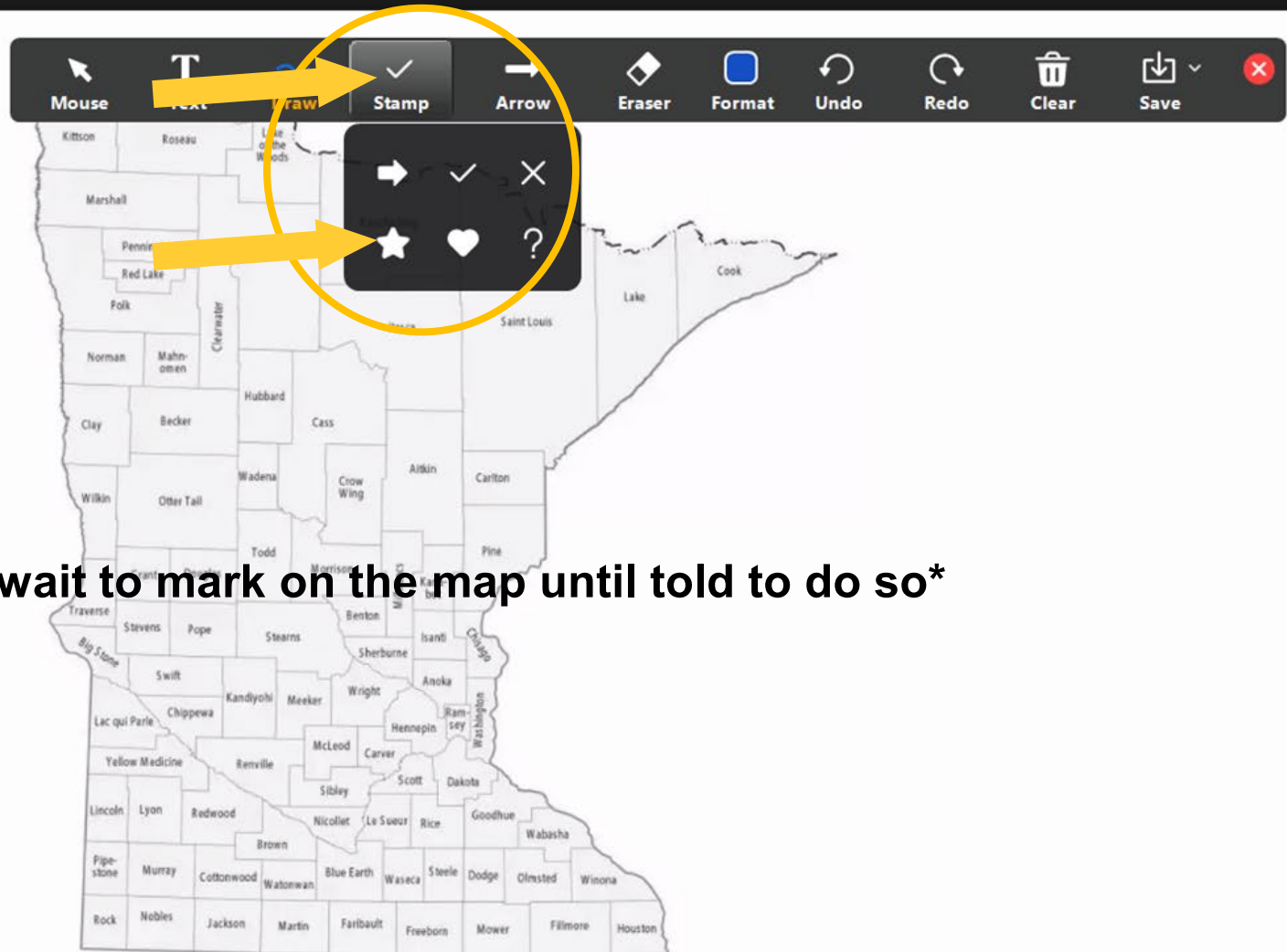
**Where are you located?**



Type here to search







**\*please wait to mark on the map until told to do so\***

**Where are you located?**



Outside of  
Minnesota:

# Where are you located?

+ Three Zoom Sessions

+ Workshop on farm to  
grocery

+ Participation

## So what did I sign up for?

+ Relationship building

+ networking - list of  
participants

+ Reading, watching,  
processing on your own



# SHARED AGREEMENTS

- Shared agreements are a clear set of guidelines that we will use to help our group understand how to be together during this workshop series.
- Review jamboard
  - <https://jamboard.google.com/d/12hWj1PwReouxNQiNtGrn98PpuR0Xc8DxH-eCqqA9nLc/viewer?f=0>



# OBJECTIVES - Workshop 1

1. Engage and connect with other participants through a welcoming and comfortable space.
2. Gain an understanding of the legality of local food and identify specific benefits and barriers for both grocers and farmers.





# Breakout Room Introductions:

- Name, pronouns
- Location
- Business name and your role
- Your favorite food to grow, make, or sell



# INVENTORY



## TABLE OF CONTENTS

1. Overview of Farm to Grocery
2. Legality & Method (MN)
3. Legal Product Checklist
4. Building a Strong Business Relationship
5. Farm Feature Template
6. Processing for Sale
7. Sample Product Labels
8. Invoice Template

UNIVERSITY OF MINNESOTA EXTENSION REGIONAL  
SUSTAINABLE DEVELOPMENT PARTNERSHIPS PRESENT:

# FARM TO GROCERY TOOLKIT

*OPENING NEW FARM-TO-  
GROCERY MARKET CHANNELS  
TO HELP INCREASE ACCESS  
TO MINNESOTA SPECIALTY  
CROPS & LOCAL FOODS*

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Development Partnerships

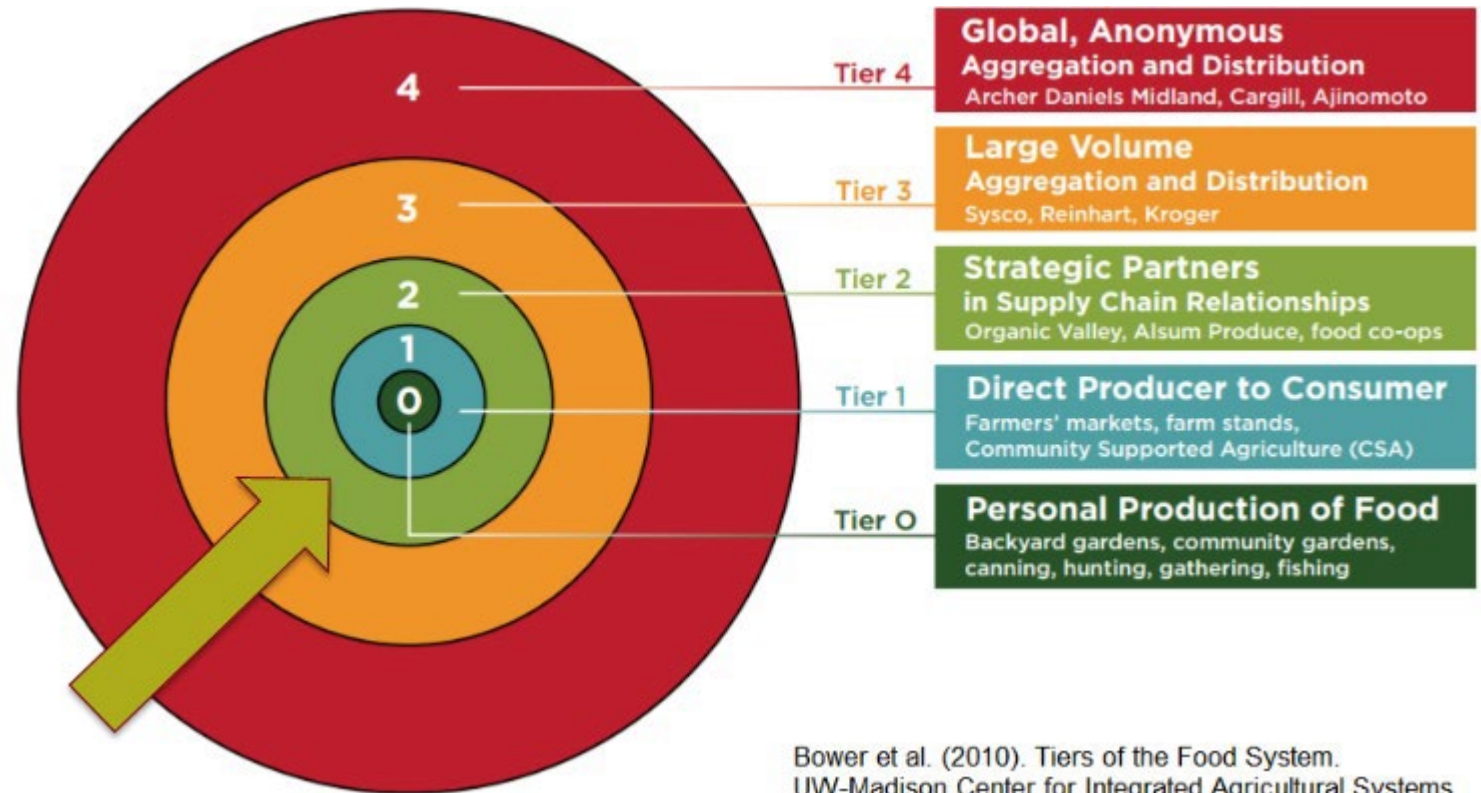
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Minnesota  
Institute for  
Sustainable  
Agriculture



# WHY FARM TO GROCERY?

- Consumer demand: “Moralized market” - *economic activities with values*
- Values
- Resilient local economies
- Supply chain disruption
- Farmers: Diversified markets
- Grocers: Sales opportunities







**BRIEF**

## Shoppers want local food, but grocers aren't providing the goods



*U.S. Department of Agriculture*

**AUTHOR**  
Cathy Siegner

**PUBLISHED**  
July 26, 2018

### Dive Brief:

- A recent survey from Forager, a Maine-based local food procurement platform, found that shoppers in New England and upstate New York would like to buy more locally grown food, but many retailers aren't meeting their demands. David Stone, Forager's founder and CEO, told





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**EXTENSION**

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# MINNESOTA RURAL GROCERY SURVEY REPORT

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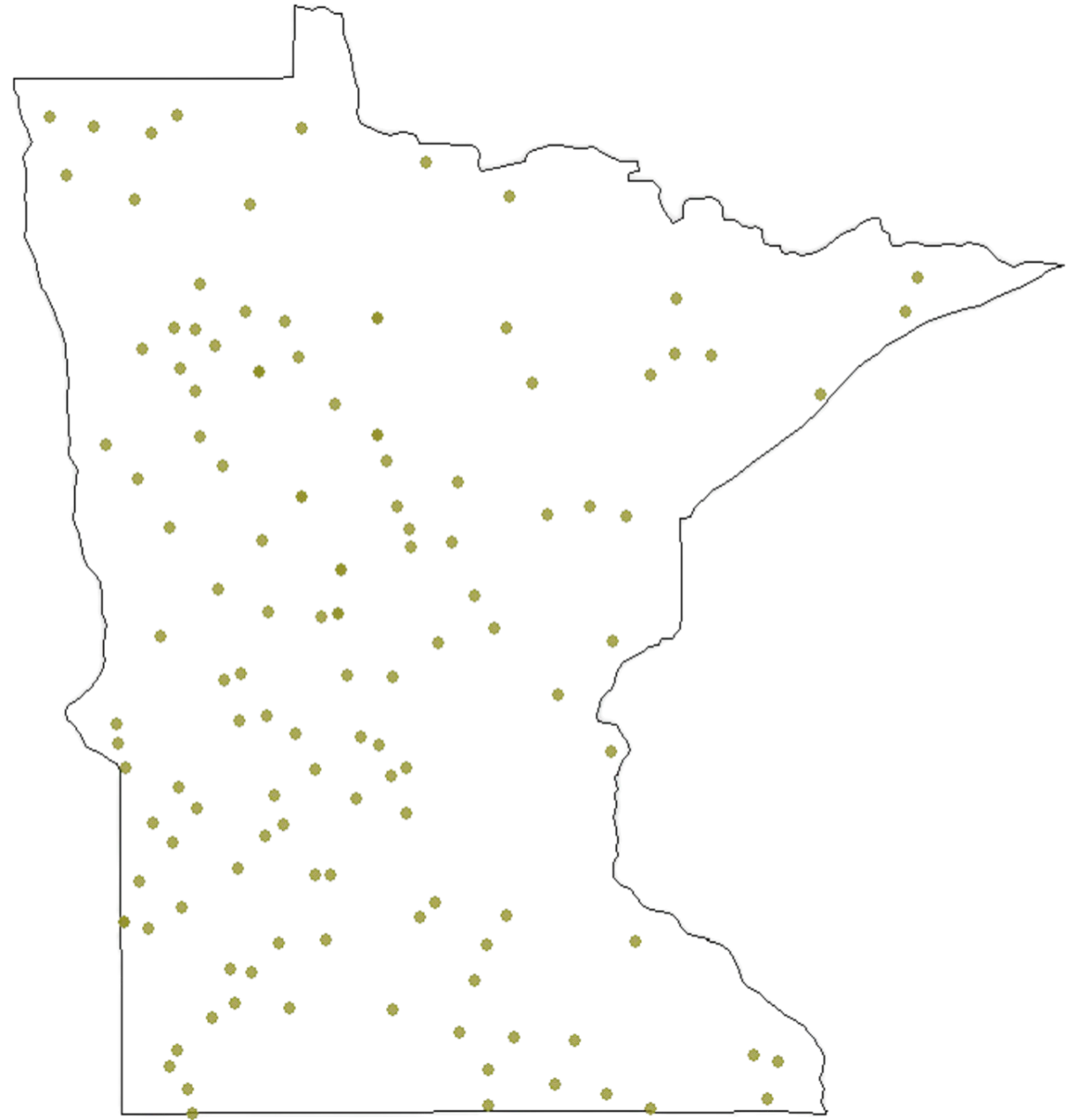
2019 - 2020

## RURAL GROCERY STORE SURVEY



OMS/Minnesota Center for Survey Research  
University of Minnesota  
879 29<sup>th</sup> Avenue SE, Suite 103  
Minneapolis, MN 55414  
(612) 627-4282

- Mailed to 250 grocers in towns less than 2,500
- 55% response rate



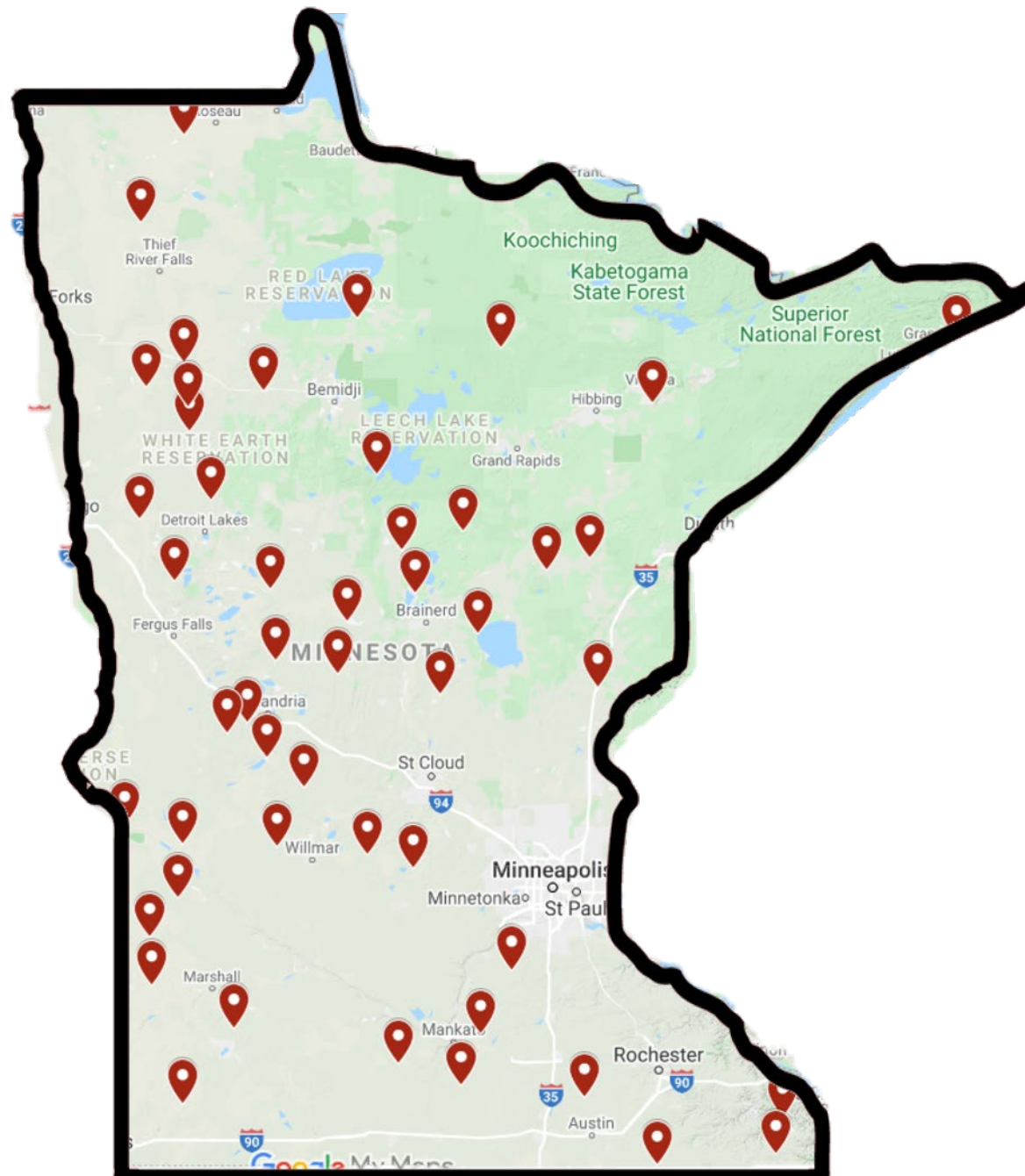


- ☐ Please send me email updates related to rural grocery store opportunities.
- ☐ (Q17) I would like someone to contact me about possible energy upgrades for my store.
- ☐ (Q36) I would like someone to contact me about receiving **free** Minnesota Grown-branded marketing materials.
- ☐ (Q48) I would like help connecting with local farmers to buy products (fruits and vegetables, meat and cheese, or other local food items) for my store.
- ☐ (Q50) I am willing to have my store serving as a "cross-dock" meeting point between local farmers and my regular wholesale supplier.
- ☐ (Q54) I am interested in learning more about the possibility of a side business where produce/products from multiple local farm are combined at my store.
- ☐ (Q57) I would like assistance in writing a Good Food Access Program (GFAP) application.
- ☐ (Q58) I would like to be contacted by the University of Minnesota 'Support Our Stores (SOS)' team.
- ☐ (Q75) I would like more information about business transition or succession planning.

**PLEASE COMPLETE THE OTHER SIDE OF THIS CARD ALSO**



| POSTCARD QUESTION  | n = 81<br>% CHECKED<br>YES |
|--|----------------------------|
| (Q36) I would like someone to contact me about receiving free Minnesota Grown-branded marketing materials  | 61%                        |
| (Q17) I would like someone to contact me about possible energy upgrades for my store   | 58%                        |
| (Q48) I would like help connecting with local farmers to buy products (fruits and vegetables, meat and cheese, or other local food items) for my store   | 58%                        |
| (Q58) I would like to be contacted by the University of Minnesota 'Support Our Stores (SOS)' team  | 58%                        |
| (Q57) I would like assistance in writing a Good Food Access Program (GFAP) application   | 49%                        |
| Please send me email updates related to rural grocery store opportunities.   | 37%                        |
| (Q75) I would like more information about business transition or succession planning   | 36%                        |
| (Q50) I am willing to have my store serving as a "cross-dock" meeting point between local farmers and my regular wholesale supplier                      | 33%                        |
| (Q54) I am interested in learning more about the possibility of a side business where produce/products from multiple local farm are combined at my store | 25%                        |

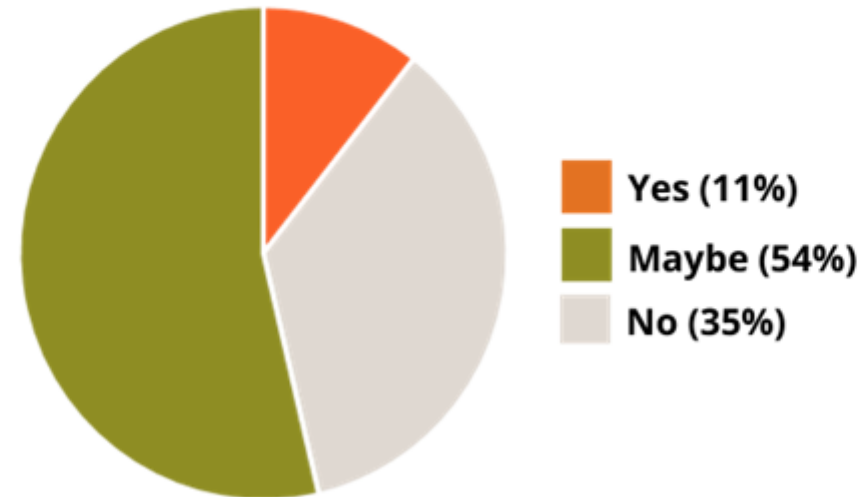




41% OF  
RURAL  
GROCERS  
WOULD LIKE  
**MORE ACCESS**  
TO LOCAL  
FOODS

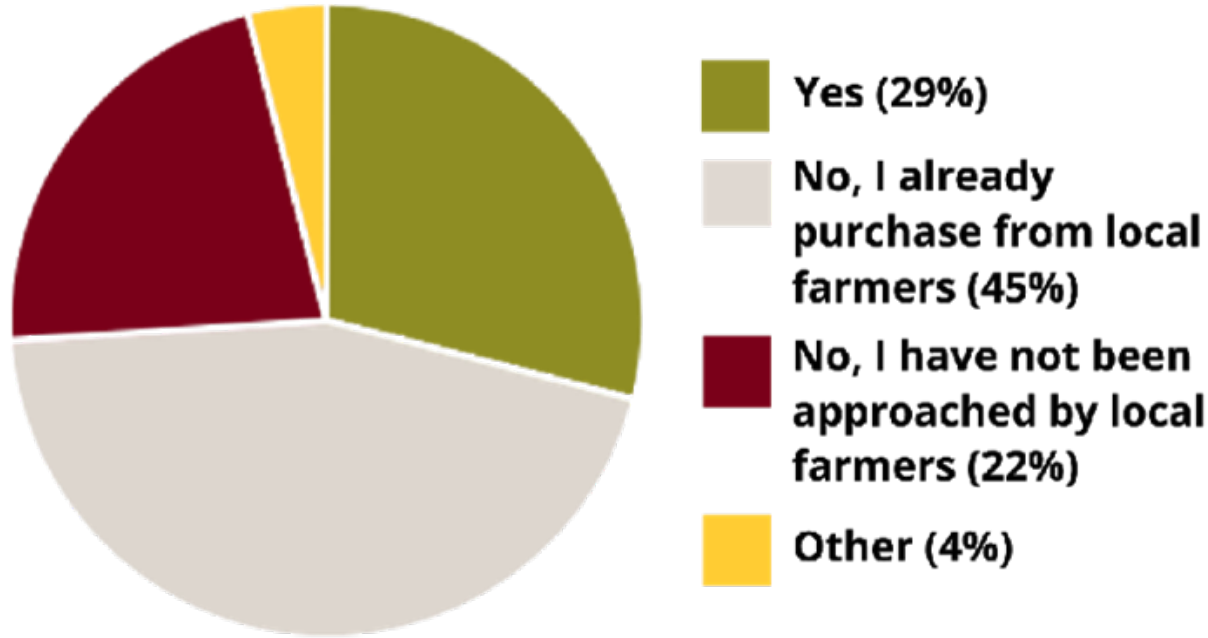
WOULD YOUR CUSTOMERS BE WILLING TO PAY  
MORE FOR LOCALLY GROWN AND PRODUCED/  
PROCESSED FOOD ITEMS?

(n=127)



**HAVE YOU TURNED AWAY ANY FARMER  
SELLING LOCALLY GROWN AND/OR PROCESSED  
FOODS BECAUSE YOU WERE UNCERTAIN ABOUT  
THE REGULATIONS FOR PURCHASING FOOD  
DIRECTLY FROM FARMERS?**

(n=127)

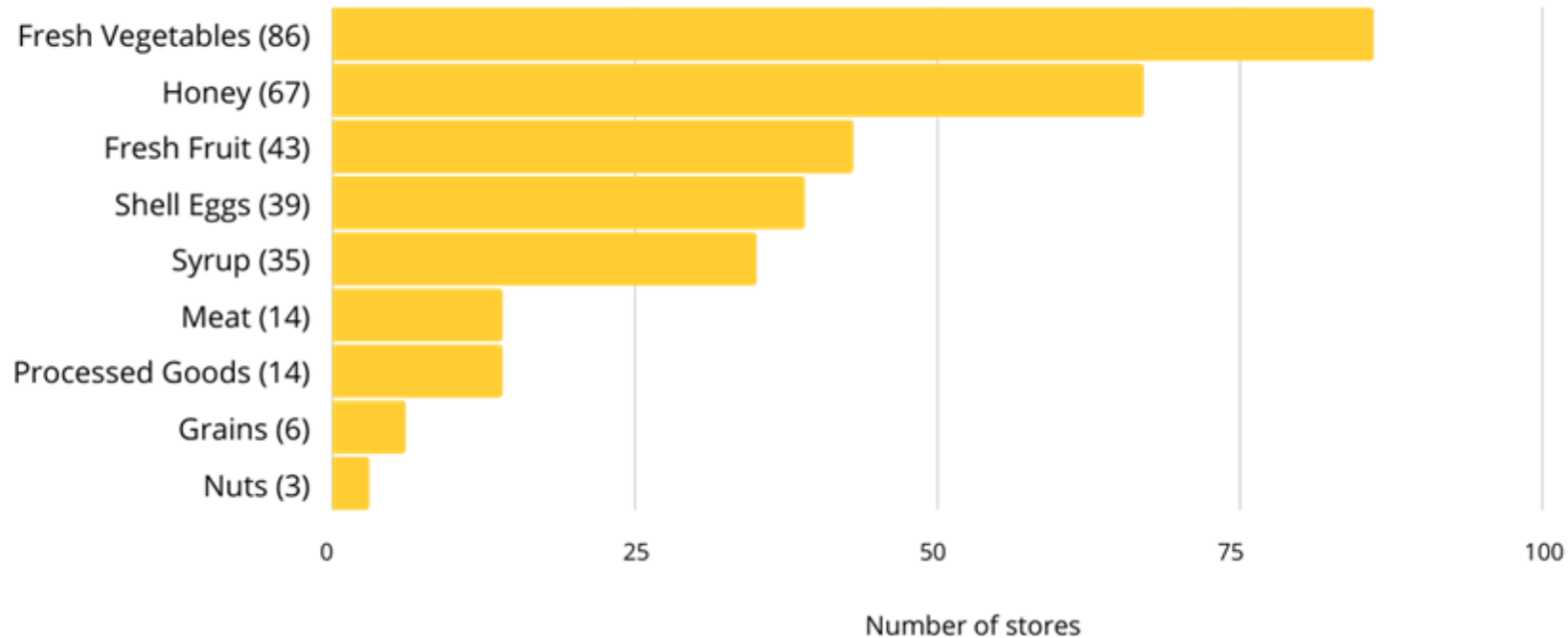


*"I would like to be able to sell locally raised food and we have access to such but regulations make that difficult for us to do"*



## WHICH OF THE FOLLOWING DO YOU BUY DIRECTLY FROM FARMERS?

(n=122)



Types of locally produced products grocers would like to buy more of:

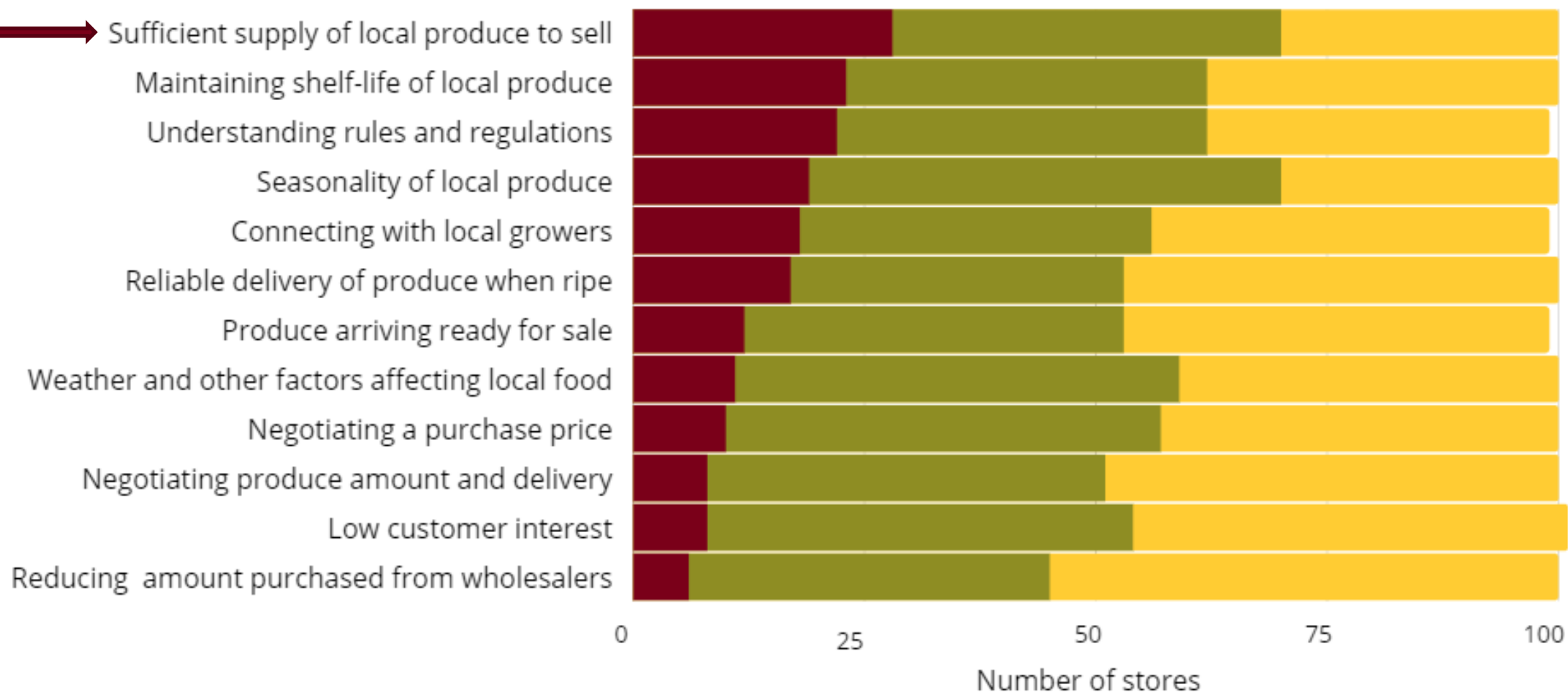
- jams/jellies (18%),
- fruits (12%),
- vegetables (11%),
- syrups (11%),
- meats (10%),
- eggs (8%)
- honey (8%)



## RURAL GROCERY STORE BARRIERS TO SELLING LOCALLY GROWN FRESH PRODUCE PURCHASED DIRECTLY FROM FARMERS

(n=112)

Major barrier Minor barrier Not a barrier



# RURAL GROCER GREATEST BARRIER TO SELLING LOCALLY GROWN FRESH PRODUCE

|  |     |
|--|-----|
| Understanding the rules and regulations for selling local produce              | 18% |
| Sufficient supply of local produce to sell in your store (quantity constraint) | 16% |
| Maintaining the shelf-life of local produce                                    | 11% |
| Negotiating a purchase price   | 10% |
| Reliable delivery of produce when ripe (food quality)                          | 10% |
| The seasonality of locally grown produce                                       | 9%  |
| Connecting with local growers  | 8%  |
| Having produce arrive ready for sale without further packaging                 | 7%  |
| Low customer interest  | 3%  |
| Negotiating produce amount and delivery times                                  | 2%  |
| Reducing the total amount you purchase from grocery wholesalers                | 2%  |
| Other (please specify) _____   | 2%  |
| Weather and other factors affecting local food delivery dates                  | 1%  |





# How-To: Considerations

## 1. Be Prepared

- a. Products (shelf ready) *(more on this in workshop 3)*
- b. Prices *(more on this in workshop 3)*
  - i. farmers: know cost of production
  - ii. grocers: consider price willing to pay for local products
- c. Legality *(covered today)*
- d. Size of grocery store -- size of farm



## 2. Approach Them *(more on this in workshop 2)*

- a. Off season/Slower store hours
- b. Phone call vs. In-store
- c. Farmers: highlight your product, bring samples if possible
- d. Use of toolkit during conversation



### 3. Keep Records

- a. Farmers: farm food safety plan, food safety records
- b. Notes from conversations
- c. Invoices (consider two signed copies)



# Breakout Rooms:

Q: Why are you personally interested in farm to grocery

Q: What challenges/benefits do you see for participating in farm to grocery? Or have you experienced?

Link to notes page for facilitators:

[https://docs.google.com/presentation/d/14RXhcrqokNy5l9w4qB2qOUgRXk\\_R8PPJ/edit#slide=id.gc739bf6b4a\\_0\\_45](https://docs.google.com/presentation/d/14RXhcrqokNy5l9w4qB2qOUgRXk_R8PPJ/edit#slide=id.gc739bf6b4a_0_45)



# INVENTORY



# Guest speaker Jane Jewett, Associate Director for the Minnesota Institute for Sustainable Agriculture/Farmer

- Fresh Produce
- Grains
- Meat and Poultry
- Eggs
- Dairy
- “Value Added”
  - **Processed Produce**
  - **Off-farm ingredients**
  - **Juice**
  - **Bakery**





# LEGALITY BROAD CONCEPTS

## “Product of the Farm”

- A concept written into the Minnesota Constitution (Article 13, Section 7) and in Minnesota statute (28A.15 Subd. 2). **These are products grown or raised on land occupied and cultivated by a farmer or gardener (land can be owned or rented/leased).**

## “Sell/Sale”

- “Sell/sale” has a very specific definition in Minnesota statute (MN Statute 34A.01 Subd. 12). “Sell” and “sale” mean keeping, offering, or exposing for sale, use, transporting, transferring, negotiating, soliciting, or exchanging food; having in possession with intent to sell, use, transport, negotiate, solicit, or exchange food; storing, manufacturing, producing, processing, packing, and holding of food for sale; dispensing or giving food; or supplying or applying food in the conduct of any food operation or carrying food in aid of traffic in food whether done or permitted in person or through others.



***Note: Products outlined here are focused on selling to grocery stores***

- Blazing Trails Training
  - Additional opportunities for selling to other customers discussed
  - Recording will be available on the MISA website:  
<https://www.misa.umn.edu/resources/blazing-trails>





# FRESH PRODUCE

## Scale of the farm

- Food Safety Overall (Farm food safety plan)
  - Food Safety Plan Template for Fruit and Veg Production
- Food Safety Modernization Act - Produce Safety Rule
  - New minimum standards for safe growing, harvesting, packing and holding of produce grown for human consumption
    - 1) Excluded/Not Covered
    - 2) Eligible for an Exemption - Signage
    - 3) Covered - worker training, water quality management, and cleaning & sanitizing
  - MDA Produce Safety Program ([www.mda.state.mn.us/food-feed/produce-safety-program](http://www.mda.state.mn.us/food-feed/produce-safety-program))
- GAPs / GAP Audit - NOT required

### One page Summary of Written On-Farm Food Safety Plan for Fruit & Vegetable Production\*

*Briefly describe how you (the farmer) address the following food safety practices on your farm:*

1. Handwashing station(s) in the field and/or packing area:
2. Clean and stocked restroom facilities available to workers:
3. Hygiene, illness, injury and safety training for workers:
4. Regular cleaning/sanitizing for equipment, tools, storage, and transport containers:
5. Manure and/or compost management plan:
6. Measures to keep wild and domestic animals out of fields and packing areas:
7. Annual well water testing for generic E. coli and nitrites/nitrates:

\*This worksheet used with permission from MISA publication "Food from Farms" toolkit, Appendix A (page 20A).  
<https://www.misa.umn.edu/publications/directpurchasingtoolkit>

# Fresh Produce

- Traceability labeling
- “One step forward and one step back” traceability at each link in the food chain
- On farms this means lot codes: field location and date of harvest



Photo from MDA Produce Safety Program



# Fresh Produce

- Making produce presentable for sale is not “processing”
- Farmers can always do these tasks, with potable (drinkable) water
  - Washing
  - Trimming roots and tops
  - Trimming outer leaves, husking

## Note:

- Sometimes leaving outer leaves on can extend shelf-life: trimming can happen at the store
- Sometimes leaving green tops on can reduce shelf-life: baby beets, for example (the greens wilt rapidly)



# Fresh Produce

- Selling Minnesota Produce
  - Selling or Serving Locally Grown Produce in Food Facilities
- <https://www.misa.umn.edu/publications/local-food-fact-sheet-series>

## SELLING MINNESOTA PRODUCE



This fact sheet is for Minnesota farmers who want to sell produce they raise. The fact sheet covers regulations for ways for farmers to sell their produce to individual consumers or to food facilities in Minnesota.

### Definitions

**cGMPs:** Current Good Manufacturing Practices, described in the Food Safety Modernization Act (FSMA).

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/ucm525201.htm>

**Food facilities:** restaurants, caterers, school food service, institutions, day cares, community centers, churches, hospitals, health care facilities, food shelves and food banks, grocery stores, food markets, cooperatives, bakeries, convenience stores, food stands, mobile food units, warehouses, and wholesale food processors and manufacturers.

*Minnesota Rules 4626.0020 Subparts 35 and 36, <https://www.revisor.mn.gov/state.mn.us/rules/?id=4626.0020>*

**FSMA:** Food Safety Modernization Act. <http://www.fda.gov/Food/GuidanceRegulation/FSMA/>

**MDA:** Minnesota Department of Agriculture, <http://www.mda.state.mn.us>

**Produce:** Fruits, vegetables, edible mushrooms, herbs, and nuts.

*Food Safety Modernization Act – Produce Safety Rule, 21 Code of Federal Regulations 112.3 <https://www.federalregister.gov/>*

*documents/2015/11/27/2015-28159/standards-for-the-growing-harvesting-packing-and-holding-of-produce-for-human-consumption#p-2070*

**Product of the farm:** Farm products that you grow or raise on land that you “occupy and cultivate.” Land that you “occupy and cultivate” includes land that you rent or lease, so long as you have control over the production on that land.

*Constitution of the State of Minnesota, Article 13, Section 7, [https://www.revisor.mn.gov/constitution/#article\\_13](https://www.revisor.mn.gov/constitution/#article_13).*

*Minnesota Statute 28A.15 Subd. 2, <https://www.revisor.mn.gov/statutes/?id=28A.15>*

**Sell; sale:** “Sell” and “sale” mean keeping, offering, or exposing for sale, use, transporting, transferring, negotiating, soliciting, or exchanging food; having in possession with intent to sell, use, transport, negotiate, solicit, or exchange food; storing, manufacturing, producing, processing, packing, and holding of food for sale; dispensing or giving food; or supplying or applying food in the conduct of any food operation or carrying food in aid of traffic in food whether done or permitted in person or through others.

*Minnesota Statute 34A.01 Subd. 12 (<https://www.revisor.mn.gov/statutes/?id=34A.01>)*

### Approved Source

You are an approved source for produce that is product of your farm, and you are excluded from requirements to have an MDA food handlers license to sell that produce to either individuals or food facilities.

*Minnesota Statute 28A.15 Subd. 2, <https://www.revisor.mn.gov/statutes/?id=28A.15>*

**The exclusion from licensing** applies *only* to the product of *your own* farm. If you acquire and use off-farm ingredients in your products, or if you acquire and distribute products from other farmers, you are **not excluded** and must be **licensed** for those activities.

See the fact sheet “Aggregation of Farmers’ Produce” for more information about distributing the products of other farms.

[http://misadocuments.info/LFAC\\_aggregation\\_produce.pdf](http://misadocuments.info/LFAC_aggregation_produce.pdf)

#### Two types of customers

1. **Individuals:** Consumers who will serve the product to members of their household and/or non-paying guests.
2. **Food Facilities:** Any entity receiving your product that is not an individual consumer buying food to serve to their household, is a food facility.

# GRAINS AND DRY BEANS

- Packaged - labeled with name of product, list of ingredients, net weight, name and address of farm; allergen labeling
- Farmers must do cleaning and packaging in an adequate facility (either on-farm or off-farm) that is not a home kitchen.
- MDA Food Handler's License = Adding off-farm ingredients or sourcing product from other farmers



# MEAT AND POULTRY

- Must be processed under USDA or Minnesota Equal-To inspection
- MN Equal-To can be purchased by any food facility in MN
- Meat packages must be marked with the inspection “bug”
- Processing plant will stamp name of farm onto individual package





# MEAT AND POULTRY



- If historically wild game, voluntary inspection at USDA plant or mandatory inspection at MN Equal-To plant
- Farmer does not need a license if no off-farm ingredients are added
- If off-farm ingredients (sausage seasoning, bacon cure), then farmer needs an MDA food handler license.
- Maintain required temperature during storage & transport: 41°F for fresh, 0°F for frozen



# MEAT AND POULTRY

- Selling Minnesota Meat Products
- Selling Minnesota Poultry Products
- Approved Sources of Meat and Poultry for Food Facilities

<https://www.misa.umn.edu/publications/local-food-fact-sheet-series>



# EGGS

- Registration form (voluntary)
- Farmer selling own eggs vs aggregation
- Washing eggs? No immersion; temperature requirements
- Candle, grade, pack, label: required for sales to grocery stores



# Eggs

Example of egg label:

12 Grade A Large Eggs  
Perishable: Keep refrigerated

Safe Handling Instructions: To prevent illness from bacteria: keep eggs refrigerated, cook eggs until yolks are firm, and cook foods containing eggs thoroughly.



Distributed by: Pretty Prairie Farm, Sally Flynn  
90210 Bee Street | Anyville, MN 55555

Pack date: 289  
Use by: 11/14/16





# Eggs

- Selling Minnesota Shell Eggs
- Sale of Locally Raised Eggs to Food Facilities

<https://www.misa.umn.edu/publications/local-food-fact-sheet-series>





# DAIRY

- Product of the farm - pasteurized and need a dairy plant permit
- Lots of detailed requirements for facility and processes
- Work closely with MDA inspector



## **“Value Added” - No Off-farm Ingredients**

- A change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam).
- The production of a product in a manner that enhances its value, as demonstrated through a business plan (such as organically produced products).
- The physical segregation of an agricultural commodity or product in a manner that results in the enhancement of the value of that commodity or product (such as an identity preserved marketing system).





# Processed Produce

- Examples:
  - Cutting up and freezing
  - Shredding cabbage
  - Dehydrating and freeze-drying
  - Cutting up squash into chunks and packaging for sale to retail
- Product of the farm: no license needed by farmer
- Must have adequate facility and follow CGMPs
  - [z.umn.edu/smEntityfdaCGMP](https://z.umn.edu/smEntityfdaCGMP)





# Processed Produce

What's an "adequate facility?"

- not a private residence kitchen
- floor, walls, ceiling of smooth, durable, cleanable materials
- smooth, durable, cleanable, non-porous food contact surfaces

Could be a church kitchen, town hall kitchen, community center





# Value Added - With Off-farm Ingredients

- Cottage Food: cannot be sold to a grocery store
- License required for any processed product with off-farm ingredients added
- MDA license type may vary
- FDA Food Facility registration may be needed
- Co-packer?





# Juice

Sale by farmer to grocery store is WHOLESALE, so juice product is subject to federal Juice HACCP requirements (Hazard Analysis and Critical Control Points)

- Could be frozen or bottled product
- MUST be pasteurized



# BAKERY

- Cannot be cottage food
- Facility cannot be home kitchen
- Bakery licenses are issued by MDA
- Products requiring refrigeration can be made under a license (such as cheesecake, custard-filled pastries)



## FARM TO GROCERY TOOLKIT

### LEGAL PRODUCT CHECKLIST

Ren Olive, Jane Jewett, Kathryn Draeger, Karen Lanthier

This checklist can be used as a tool by farmers and grocers to review product legality. Detailed information about legal requirements is available on the MISA website at: [www.misa.umn.edu/publications/local-food-fact-sheet-series](http://www.misa.umn.edu/publications/local-food-fact-sheet-series)



Note: For each product type, at least one line needs to be checked in order for the product to be legally purchased by a grocer for resale to customers.

#### PRODUCE (*fruits, vegetables, mushrooms, herbs*), GRAINS, DRY BEANS

- \_\_\_ Items are whole, raw products 100% grown on land farmer owns or leases.  
[If this item is checked, no license is required.]
- \_\_\_ Items are 100% grown on land farmer owns or leases and processed in an approved facility *with no added off-farm ingredients*.  
[If this item is checked, no license is required.]
- \_\_\_ Items are grown on land farmer owns or leases and processed in an approved facility *with added off farm ingredients*.  
[If this item is checked, submit copy of MDA food license. License type may vary.]
- \_\_\_ Items include products grown by other farmers  
[If this item is checked, submit copy of MDA food license. License type may vary.]

#### Supplemental FSMA information for Produce\* (*check one*):

\*refer to FSMA Exemptions Summary for more information

- \_\_\_ Farmer's farm is exempt from the FSMA Produce Safety Rule.  
[If this item is checked, there are no additional requirements.]
- \_\_\_ Farmer's farm is qualified-exempt from the FSMA Produce Safety Rule.  
[If this item is checked, the farmer's name and full business address must be on packages of produce OR displayed at the point of sale.]
- \_\_\_ Farmer's farm is covered by FSMA Produce Safety Rule.  
[If this item is checked, submit certificate of FDA-approved training.]

# INVENTORY





# Large Group Discussion

- What information was most relevant or surprising to you?
- What questions do you have?
- How will you use this information going forward?



# INVENTORY



# FOR WORKSHOP 2

Check out the google site: [z.umn.edu/Farm2GrocerySite](https://z.umn.edu/Farm2GrocerySite)

**1. Reflect about a specific time** that you were part of:

- A challenging buying/selling experience
- An exceptional buying/selling experience

**2. Read pages 18-19** of the Farm to Grocery Toolkit

**3. Bring a “food tool”** (some ideas: utensils, farming tools, logo wear related to business, items used in store related to food - ie scanner for ordering, bag, weekly flyer)

