

VALUE-ADDED PROCESSING OF VEGETABLES & FRUITS

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WHAT IS VALUE-ADDED PROCESSING?



OUR CASE STUDIES

- Blanching + freezing green beans
- Freezing strawberries
- Dicing + freezing butternut squash
- Making blackberry + cherry jams
- Pickling okra, cucumbers, + cherry tomatoes
- Freezing sweet potato puree
- Drying herbs
- Baking scones

EQUIPMENT

HOBART CHOPPER

FREEZER

DEHYDRATOR

CANNER

THERMAL PRINTER

WHAT ARE THE ADDITIONAL FOOD SAFETY HURDLES?



BENEFITS

- 1) Processing seconds not fit for over-the-counter sales (e.g. sweet potatoes)
- 2) Adding shelf life to perishable products (e.g. berries)
- 3) Selling throughout the year for added cash flow
- 4) Selling for higher prices (e.g. pickled okra: \$6/pt.)
- 5) Processing foods are convenient for busy consumers



PLACES TO MARKET VALUE-ADDED PRODUCTS

FARMERS' MARKETS

CSA'S

GROCERY STORES

WINTER MARKETS

SCHOOLS