

Northeast Sustainable Agriculture Research and
Education Program

Farmer/Grower Report

Innovative and Creative Ways of Safely Selling Dairy
Products at Farmer's Markets FNE03-467

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2. To create a booklet of innovative and creative ways of safely selling dairy products at farmers' markets. This booklet will be a guide for farmers who want to sell their value-added dairy products using safe and creative marketing techniques.
3. In March 2004 I closed my goat dairy farm. I will still run the Small Dairy Project and have signed up for another year as Farmer/Educator.
4. My cooperators reviewed different drafts of the booklet and gave input as to what and how to expand the subject matter. One change occurred in the cooperators. I substituted Peg Bolyes of UNH Co-Operative Extension for John Porter as a reviewer. Peg Bolyes expertise is in writing and editing. Since I had 3 food safety experts involved, I felt I needed direction in the writing. This was a balanced approach.
5. I researched and wrote a booklet on safely selling dairy products at Farmers' Markets. I used my own mistakes as a starting point and continued to develop techniques to assist other dairy farmers in identifying issues and avoiding mistakes. My cooperators fed me more information which greatly added to the content of the booklet. While the end product is not a comprehensive work on food safety, it is an excellent start for farmers and gives them an outline where to research further information which they may need. This was a farmer to farmer grass roots attempt. I was able to identify problems I encountered and hopefully stave off a repeat for someone else.
6. What I ended up with was a booklet of 76 pages with pictures of markets, and illustrations of helpful products. A study of different cooling systems will help a dairy farmer getting ready to set up a market "store" will save them money by making appropriate choices for products.
7. N/A
8. *N/A

- Just a note on the change in format for the booklet:
 - I went from saddle stitching to coated wire wrapped binding
 - I used black and white photos
 - I was able to have 500 printed (100 will go to the SARE office
9. The ideas presented in this booklet will assist farmers in cost effective measures for setup. This booklet will further alert farmers to safety measures appropriate in selling at markets. Problems are not always apparent until the problem presents itself. This booklet will give a “heads up” to farmers.
10. N/A
11. A copy of the booklet has been mailed to the Farmer/Grower grant specialist Dale Riggs. My plan is to distribute the booklet to different agencies in the Northeast. I will advertise the booklet on my website.

Respectfully submitted,
Courtney Haase

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