

Progress Report- Farmer/Grower Grant FNE03-467

**Courtney Haase, HC 65 Box 45 Bradford, NH 03221
603-927-4176 nunsuch@conknet.com**

Innovative and Creative Ways of Safely Selling Dairy Products at Farmers' Markets

I am pleased to report I have spent a considerable amount of time on my booklet. I have gathered many photos and will be obtaining more with the arrival of spring. I again realize a picture is worth a thousand words!

The most difficult part of the writing is explaining cooling of cheese and presentation of a cold product. I have roughly written the basics but much refinement is required. I have discovered the best approach is to write and write until you are written out and then go back and revise. So this is the approach I am taking. I must admit, it is more difficult than I imagined, but a very good exercise. The challenge is to put on paper what you know in your head!

In the course of this past summer I observed vendors from markets and I saw some unique displays. I have been able to incorporate some of the ideas in the book. From funky to fine, creative displays reflect the heart of the cheese makers. But I must admit, I found some displays and situations to be not the best in sanitation. My hope is to address issues without being offensive.

I also found this summer a major challenge is that of sampling. On my own display I had to come to the conclusion that customers do not read signs. USED SPOONS seem to mean nothing and I was constantly keeping my third eye on the sample trays. It forced me to address this in a complete manner in the booklet. So I am learning even as I go.

I have a proof reader lined up for the first draft. Then I will send it to a formal editor and then on to the 2 or 3 dairy sanitation specialist for a complete review.

I have a lot of work ahead but the challenge keeps me alert. I am confident the end product will be something worthwhile.

My contract is ends on June 30, 2004