

## Sustainable Agriculture Research and Education Program

### Farmer / Grower Grant Final Report

THE GOAL OF THIS PROJECT has been to create the means to produce, manufacture, and market value added dairy products at one farm location. To supply an adequate primary income to continue operating this family dairy farm during a time of economic slump for the farming / dairy industry. We have planned not only to use dairy products to sustain this farm but also to include our maple syrup business to add value to the dairy products we will manufacture and market on and off the farm.

THE GRANT MONIES have supplied the means to build a 24' X 24' pasturizing facility which is also used as a yogurt factory and store. At present we continue to milk 52 cows which intensively graze our 135 acre dairy farm. The milk we use in our facility amounts to just 4% of the total milk produced, which averages to be about 90 gallons of milk per week.

THE PEOPLE WHO HELPED us research this project were individuals with information about this grant and the Small Dairy Project, a pasturizer equipment loan program under Courtney Hasse in Bradford NH. Courtney gave us a tour of her own farm which initially inspired us. Her name and phone number were passed on to us through Eric Schimke the Cornell Cooperative Extension supervisor in 1999. Also the Inspectors for New York State Dale Chilton, Steve Crossen, Bradley Houck and our present local co-op inspectors helped by giving their ideas as to where to build and what regulations needed to be met in order to pass inspections to begin legal operation. The contractor was hired for building plans and estimated expenses. An electrician was hired in order to place a 200 amp service to the creamery and to install GFI outlets throughout the creamery. Electrical work included pasturizer and bulk tank hook up. Product promotion was handled by Bob Hall of Paragon Communications, Norwich, NY. He designed labels, price lists, posters, and printing services. Besides these, friends and family were of priceless assistance.

WE ARE MANUFACTURING YOGURT in our new facility. We make three flavors of wholesome, all natural yogurt. PLAIN, MAPLE D'LIGHT, and DOUBLE MAPLE. We bottle whole, pasturized, not homogenized, organic milk. We also make available maple syrup and other maple products as well as honey, pancake mixes, Butternuts Organic cheese, etc.

THE OUTCOME of this project was overall very good. There has been many hours of personal time invested but it seems that it will be worth it financially. The milking industry seems to continue to decline according to the price paid/100# of milk. We seem to have more control over how much money we make on our milk. Compare \$10.50/100# to 1.50/# minus production expenses of roughly 50 cents/#. This result we expected. However, we had a contractor's error that could only be made right by further expense which might not have been necessary otherwise. We have not completely fixed this error but will need to make plans to do so in the near future. Another fascinating fact about marketing the products is we have only advertised by sharing free samples of our products and by word of mouth advertising. With the heavy chore schedule we now have we can just keep up with the demand for products. It appears we will need to reduce the herd size in order to make products, which was one of our goals.

OTHER FARMERS WHO ARE INTERESTED in projects like this should contact us for information about how to get started, who can help with grants or equipment, experienced builders who have knowledge about milk plant building regulations, equipment dealers and container companies. This information could set them on the path to becoming their own businessman in value added milk marketing, which may eliminate a huge dairy industry problem.

OUR OUTREACH PROGRAM has consisted of attending organic milk producer meetings in our area, contacting and supplying businesses with products including free samples to be distributed by interested sales persons, holding school tours, and giving out free samples at the Agricultural Summit in Norwich, NY and at the Chenango County Fair. We have received phone calls from interested parties as far away as PA and WI. Our plans to start this business were

originally featured in the Chenango Community Press & Sun Bulletin. Since completion of this project, Country Folks has mentioned our operation and The Evening Sun - the local paper, has written a full page article as well. We have been contacted by Channel 34 news but have not yet been featured by them. These articles have been a source for us to educate the general public of the possibility for farmers to produce and sell products on the farm. People in general are attracted to supporting the local farmer directly as well as knowing one and this set up gives them the opportunity to do just that, which makes them feel good about how they spend their money. There is also a trend for people to really know where their food is coming from.

IN CONCLUSION we feel this grant money was put to very good use because it not only helps sustain our own dairy farm by providing money towards the building of a milk plant facility to be operated on farm proximity, but also will help other farmers to compare their present farming situation to an actively operating dairy plant situation on the farm. Not to be ignored is the fact that this small business is a source of cash flow within our marketing reach. Overall this project is a benefit to us and to our entire community.

# Evans Creamery & Maple Sugar House

Distributor of New Hope Mills Products  
 Tanner Hill Road (Route 23, East)  
 5037 State Highway 23  
 Norwich, NY 13815  
 (607) 334-5339

## Price List & Order Form

Prices effective January 1, 2000.  
 This Price List supercedes all previous editions.

Office Code:		Product	Description	Price Ea.	Qty.	Total Amount	
Pancake & Flour Mixes (produced by New Hope Mills)		1. Apple Cinnamon.....	1.5 lb. paper bags .....	\$2.00	_____	\$ _____	
		2. Blueberry.....	1.5 lb. paper bags .....	\$2.00	_____	\$ _____	
		3. Buttermilk.....	2 lb. paper bags .....	\$1.50	_____	\$ _____	
		4. Buttermilk.....	1 lb. burlap sacks .....	\$1.75	_____	\$ _____	
		5. Oat Bran.....	2 lb. paper bags .....	\$1.75	_____	\$ _____	
		6. Whole Wheat.....	2 lb. paper bags .....	\$1.50	_____	\$ _____	
		7. Complete Buttermilk.....	2 lb. paper bags .....	\$1.75	_____	\$ _____	
		8. Old Fashioned Buckwheat ....	2 lb. paper bags .....	\$1.75	_____	\$ _____	
		9. Biscuit Mix .....	1.5 lb. paper bags .....	\$1.75	_____	\$ _____	
		10. Corn Muffin.....	2 lb. paper bags .....	\$1.75	_____	\$ _____	
		11. Cranberry Bread .....	1 lb. burlap sacks .....	\$2.50	_____	\$ _____	
		12. Oat Bran Cereal .....	1.5 lb. paper bags .....	\$2.25	_____	\$ _____	
		13. Plain Yogurt.....	8 oz. ....	\$.89	_____	\$ _____	
		14. Plain Yogurt.....	32 oz. ....	\$2.99	_____	\$ _____	
		15. Light Maple Yogurt .....	8 oz. ....	\$.89	_____	\$ _____	
		16. Light Maple Yogurt .....	32 oz. ....	\$2.99	_____	\$ _____	
		17. Double Maple Yogurt .....	8 oz. ....	\$.89	_____	\$ _____	
		18. Double Maple Yogurt .....	32 oz. ....	\$2.99	_____	\$ _____	
		19. McAdam X-Sharp Cheese.....	8 oz. brick .....	\$2.50	_____	\$ _____	
Maple Products	Maple Syrup	20.	Gallon (128 oz.) .....	\$34.00	_____	\$ _____	
		21.	Half Gallon (64 oz.) .....	\$18.00	_____	\$ _____	
		22.	Quart (32 oz.) .....	\$10.00	_____	\$ _____	
		23.	Pint (16 oz.) .....	\$6.00	_____	\$ _____	
		24.	Half Pint (8.0 oz.) .....	\$3.75	_____	\$ _____	
			25.	Quarter Pint (3.4 oz.) .....	\$2.00	_____	\$ _____
	Tin Containers	26.	Log Cabin (16.9 oz.) .....	\$7.50	_____	\$ _____	
		27.	Log Cabin (8.45 oz.) .....	\$4.50	_____	\$ _____	
		28.	Pint (16 oz.) Printed Tin .....	\$6.75	_____	\$ _____	
		29.	Half Pint (8.0 oz.) Printed Tin .....	\$4.00	_____	\$ _____	
30.		Maple Cream Spread.....	Half lb. Plastic Ctr.....	\$4.50	_____	\$ _____	
Gift Packs	31.	Soft Maple "Sweets" 4 pc. Maple Sugar Leafs	1.3 oz. ....	\$1.25	_____	\$ _____	
	32.	Soft Maple "Sweets" 8 pc. Maple Sugar Leafs	2.6 oz. ....	\$2.75	_____	\$ _____	
	33.	Soft Maple "Sweets" 16 pc. Maple Sugar Leafs	5.3 oz. ....	\$5.00	_____	\$ _____	
	34.	Hard Maple Sugar .....	1 lb. Granulated .....	\$5.00	_____	\$ _____	
	35.	#101-A: Combo.....	#1, #11, & #23 .....	\$13.00	_____	\$ _____	
	36.	#101-B: Combo.....	#2, #11, & #23 .....	\$13.00	_____	\$ _____	
	37.	#102: Old New Yorker.....	#3, #9, #11, #28, 1 lb. Honey, & 8 oz. Cheddar Cheese .....	\$19.00	_____	\$ _____	
	38.	#103: Maple Delight.....	#4, #26, #30, & #32 .....	\$15.00	_____	\$ _____	
	39.	Honey .....	.....	\$2.25	_____	\$ _____	
	40.	Maple Nuts ...ozs.....oz.	Walnut Pieces 2 oz.	\$1.50	_____	\$ _____	
				<b>Total Purchases</b>	_____	\$ _____	
				<b>Shipping</b>	_____	\$ _____	
				<b>Grand Total</b>	_____	\$ _____	

Please enclose  
 check or money order to  
 Evans Maple Sugar House

**Shipping Charges:**  
 East & West of the Mississippi

Amount of Each Order	East	West
Up to \$15.00	\$4.50	\$5.50
\$15.01 - \$25.00	5.50	6.50
\$25.01 - \$50.00	7.50	9.00
\$50.01 - \$75.00	10.00	13.50
\$75.01 - \$100.00	\$11.00	\$17.00
Over \$100.00	Add 10%	Add 15%

Ship To:

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone No.: ( ) \_\_\_\_\_

(607) 334-5339

# Dairy entrepreneur yogurt maker

By JERRY WEAVER  
Sun Farm Writer

NORWICH — Frustrated over the price today's dairyman receives for his milk and cutting-out the "middleman," prompted a Town of Norwich farm family to become entrepreneurs within their own dairy industry. So why not turn a part of the milk from their herd of 50 cows into yogurt, David and Sue Evans asked themselves — and so they did.

The result is the manufacture and sale of "Evans Farmhouse All Natural" white milk and flavored yogurt. And the Evanses have found that business is good even without formal advertising — it's just "word of mouth" that brings customers to the Farmhouse. And they have five area outlets where their products are sold.

It all started late last summer with construction of a 24 by 24-foot "creamery," located behind the family's farm home on Tanner Hill (Route 23 East.) Actual processing started last December. Housed in the structure is a series of stain-

less steel receptacles that handle the milk from the time it arrives from the dairy barn in stainless steel milk cans. The milk goes through processing equipment from pasteurization to bottling the milk, placing the yogurt in its containers, labeling both products and storing in refrigerators for selling.

Yogurt is sold in one quart and eight ounce containers. Milk is sold in one gallon and a half gallon containers. (No 2 percent milk.) Milk containers are available at the creamery, and some customers bring their own bottles to be filled.

The creamery turns out three types of yogurt — plain, light maple, and heavy maple. The heavy maple is a three-to-one favorite over the light maple with the Evans' customers, David said. The maple flavored yogurt is a natural for David and Sue, the maple coming from the family's some 600 maple tree taps each year. Maple products, (syrup, soft sugar and the like) are also sold at the Farmhouse.

Milk used for the manufacture of yogurt comes from the farm's Jersey cows.

The farm has a herd of some 30 Jerseys and 20 Holsteins. Evans said it takes milk from about five Jerseys to make a "batch" of yogurt and the process takes about five hours. And about four hours are required to make a batch of bottled milk. Milk is bottled every Friday.

The dairyman said he figures that about one-tenth of his herd's milk production goes into the manufacture of yogurt. And he said he can gross financially as much from the five cows in the creamery as he can from the 50 cows on the farm overall. It's truly a family operation with Sue and the children doing such chores as labeling the containers of the Farmhouse products.

The Evans family consists of David and his wife Sue, and children Julius, 5; Jonna, 8; Megan, 9; Natha, 12; and MaJory, three months old.

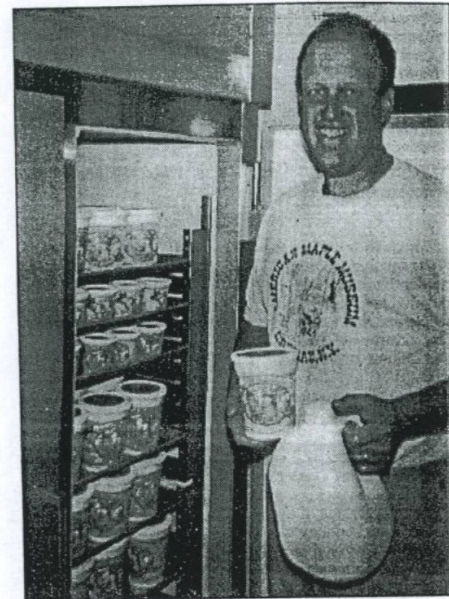
The labels point out that the Farmhouse products are made from milk of our pasture-grazed Jersey cows. Our cows are fed non-genetically modified grain." And "we do not use bovine growth hormone (rbgh) or rbst (Bovine Somatotropin)."

David said that "people really care about what they eat and where food comes from." The farm will be certified this fall, said David. And the state requires three certificates — plant, milk dealer, and licensed lab technician. "We test all our own milk," he said.

The Evans' Farmhouse is visited by children to learn about both the Evanses' milk and maple businesses, and "we encourage people to stop by or give us a call," said the dairy industry businessman.

And what is planned for the Farmhouse's future? Well, says David, it might be the manufacture of large-curd cottage cheese.

(P.S. Fairgoers will have the opportunity to purchase Evans' Farmhouse All Natural maple-flavored yogurt at several spots at the Chenango County Fair next week).



Norwich dairyman and yogurt-maker David Evans, finishes filling his "creamery" refrigerator in preparation for day's business. Evans' (Family) Farmhouse All Natural Yogurt is manufactured and sold from the Tanner Hill farm, using milk from the family's herd of pasture-grazed Jersey cows. Bottled milk is also sold from the Evans creamery. (Photo by Jerry Weaver)

6678 County Road 32  
Norwich, New York 13815-3554



(607) 335-1200  
FAX (607) 334-9848

March 24, 2000

Dave and Sue Evans  
Evans Farm

Dear Mr. And Mrs. Evans,

Thank you for allowing us to visit your farm next week and take a tour. It will be a valuable learning experience for my students. We plan to arrive on Friday, March 31 at approximately 12:15 PM.

I have attached a copy of the project the students will be completing after a series of field trips next week. We might be asking you questions pertaining to this project during our visit. Any help you can give us in answering these questions would be appreciated:

If you need to call me, I can be reached at

AM only	335-1270	BOCES TEC Center
PM only	334-5841	Cornell Cooperative Extension

Again, thank you for your help. I look forward to meeting you.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Maureen E. Bartlett'.

Maureen E. Bartlett  
New Vision Instructor

## Value-Added Field Trips

This week's rotations will be a series of four field trips which will allow us to explore the topic of **value-added products**. **Value-added** means the difference between the value of a firm's sales and its purchases of materials and semi-finished inputs. In other words, a company adds value when it takes an input and does something to it so that the end result is more valuable to a consumer.

<b>Tuesday</b>	<b>Marshman Farms</b>	<b>produces raw milk</b>
<b>Wednesday</b>	<b>Kraft Foods</b>	<b>pasteurizes milk and produces yogurt</b>
<b>Thursday</b>	<b>Tops Markets</b>	<b>markets yogurt for retail</b>
<b>Friday</b>	<b>Dave Evans Farm</b>	<b>produces and processes raw milk into yogurt and sells it</b>

At each site we will seek the answers to the same questions. For each site, you will answer the following questions by typing your responses. Do a thorough, complete, and neat job.

### DIRECTIONS:

First label each section you type with the site and its location. Then address each of the following **thoroughly. (20 points for each site)**

1. Explain what milk products this site produces and/or sells.
2. Explain the inputs that go into making these products.
3. Explain how these products are sold: where do they go, in what size units, at what price.
4. Explain any externalities generated due to production of these products.
5. **Summarize by explaining how this firm adds value to inputs. (This is the most important question. Do a good job!!)**

After you have done this for each of the four sites, write a paragraph comparing the first three sites as a system which produces the raw milk, processes it, and sells it to consumers -- with the last one, which does all three steps at one site. (10 points)

1. Explain who in each system captures profit.
2. Explain how each system contributes to the larger economy (both regional in terms of employment and national in terms of GDP).
3. Explain which system generates fewer externalities and why.



We at EVANS' FARMHOUSE are committed to providing a wholesome, all natural yogurt from start to finish here on our family farm. Our products are made from the milk of our pasture grazed Jersey cows. Our cows are fed non-genetically modified grain. We Do Not Use Bovine Growth Hormone (rbGH) or rBST (Bovine Somatotropin)

1 Peter 3:8-22

Ingredients: Pasteurized Grade-A Jersey Milk and  
 Plain Yogurt:  
 Double Maple: Pure Maple Syrup, Vanilla Extract  
 Maple D'Light: Pure Maple Syrup, Vanilla Extract  
 with Active Yogurt Cultures:  
 Streptococcus thermophilus, Lactobacillus delbrueckiae  
 subsp. bulgaricus, Lactobacillus acidophilus,  
 Bifidobacterium longum, Bifidobacterium infantis

All Natural  
 Yogurt  
 MFG. AT PLANT #39-8430 BY  
 EVANS' FARMHOUSE CREAMERY  
 5037 STATE HIGHWAY 23  
 NORWICH, NY 13815

Yogurt  
 All Natural

Double Maple

Net wt. .5 lb (8 oz) (227g)

All Natural  
 Yogurt  
 Direct from the  
 Evans' Farmhouse Creamery

Best Used By:

Dave & Sue Evans

PH: (607) 334-5339

- Yogurt
- Cheese
- Maple Products
- Bottled Pasteurized Whole Milk



Tanner Hill, 5037 State Hwy 23, Norwich, NY 13815