

October 3, 2018: Baking Brainstorming – thanks for coming!

Cottage Food Success:

Homemade Baked Goods that Sell with Great Recipes, Packaging & Displays

Project Background:

How can farmers tap into selling more home baked goods that use and support what they are growing on the farm?

This Cottage Food Toolkit for baked products will provide recipes and display and marketing ideas to increase sales of baked goods made in your home kitchen under your state's cottage food law. The Toolkit will focus on recipes using locally grown items such as produce, fruit, grains and sweeteners.

All recipes will be tested to ensure they meet the official non-hazardous definition per the FDA Food Code of a "water activity value of 0.85 or less."

The Toolkit will also include a selection of tested frosting recipes, including a non-hazardous buttercream equivalent.

The Toolkit will address display ideas and packaging with a focus on will target how to make small batches of baked goods look professional and marketable, particularly in situations like when selling at a market booth.

A collaborative Wisconsin-based team of farmers, home baking entrepreneurs and food science experts are contributing to this Toolkit, which will be available to the public as a free download from a website in May, 2019. This project is funded by a North Central SARE Farmer Rancher Grant (Project Number FNC18-1130).

Brainstorming Agenda:

- **Project overview & Introductions**

- **Baked goods:**

What would you buy? What sells?

- **Display ideas:**

What are creative ways to display baked goods? Labeling/packaging ideas?

- **Additional outlets:**

Thinking outside the farmers market box – what are other options for baked good sales, particularly pre-orders (i.e, weddings, events, winter/holiday opportunities).

- **Idea Grab bag:**

Ideas for “add on sales” that showcase what you are growing (i.e., crutons if you grow salad greens)

Ideas for final “Toolkit” product – downloadable E-book or??

Other people to talk to? Baking crowdsourcing?

Food science contact?