



Beyond Fresh: Expanding Markets for Sustainable Value-added Products in Texas

Texas Organic Farmers & Gardeners Conference - February, 2016

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What will we learn?

- ◆ What is value-added? What is this project?
- ◆ Buyers and Demand
- ◆ Grocery store markets for your processed crops
- ◆ Product Ideas
- ◆ Branding
- ◆ Hear from you

Use handout of scenarios

What is this project?

- ♦Farmer driven - National Center for Appropriate Technology
- ♦Funded by Southern Sustainable Agriculture and Education (SARE)
- ♦Research the options for farmers to make money by doing value-added processing.
- ♦Educate farmers and others on the various options and catalyze new enterprises

7 farmers: Erin, Cameron, Alex, Jenny, Suzanne, Jill, Katie

Should I build a commercial kitchen on my farm?

Should I use a rented commercial kitchen?

Should I use a copacker?

Can I make money?

Buyers & Demand



Farmers' markets, CSAs
Grocers
Food delivery services



Food entrepreneurs, artisans
Restaurants
Schools, universities

- UT Austin spends \$800,000/yr local, Sust, organic.. They are interested.
- Survey of food entrepreneurs.. generally interested.. concerns: quality, constant supply, price

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Example: Oklahoma City



April is a farmer - 12 years.

Copacks for farmers \$2-\$3/jar.

She supplies jars. Farmer supplies ingredients, labels and owns products.

significant distribution through OK Food Coop.

Example: Hart, Michigan



Non-profit Business incubator - 30 graduates all still operating.

1 client uses local farmer crops - asparagus.

non-profit - 2.5 staff - Started with regional economic dev support, USDA funds, did not request ongoing Econ Dev support —> loads of space; short on cash.

Branding



- What is a brand? think of it as your identity.. not logo or website.
- What to look for when assessing a product's pro materials. (RM handout)
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Example: Red Tomato



what is Red Tomato? a brand, a company, a vehicle for marketing, selling and distributing.

Advantages to farmers

- pros and cons (see SARE report)

Example: Norm's Farm



What is Norm's Farm? a farm, many farms, a brand, a company, a vehicle for marketing, selling and distributing.

Growers from Missouri to Carolinas.

Brand cohesiveness <http://normsfarms.com/brand-cohesiveness/>

Directory

- ◆ Why a directory?
- ◆ Texas Local Food Zone
- ◆ What do you need in the directory?



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THANK YOU! Let's Hear From You!