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

Texas Organic Farmers & Gardeners Conference - February, 2016
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<table>
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<th>What will we learn?</th>
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<td>• What is value-added?  What is this project?</td>
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<td>• Buyers and Demand</td>
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<td>• Grocery store markets for your processed crops</td>
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<td>• Product Ideas</td>
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<td>• Branding</td>
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<td>• Hear from you</td>
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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

Direct
Farmers’ markets, CSAs
Grocers
Food delivery services

Wholesale
Food entrepreneurs, artisans
Restaurants
Schools, universities

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