



Consumers' Quality Expectations of Direct Marketed Produce

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Lake County Farm Bureau
Farmers Market/Gardeners Workshop
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Topics

- Why is Quality Important
- Quality Parameters
- Displays & Labeling
- Food Safety Regulations
- Miscellaneous Tips
- Group Discussion & Report Back

Why is Quality Important

- Great quality produce gets people talking about you
- Great quality brings in more customers
- Great quality earns higher prices
- Great quality attracts restaurant chefs and other types of buyers

Quality

- Any products that appear badly marked, poor quality, over ripe, fruit fly infested, other pest infestations (presence of mealy bug, sooty mould etc), can be considered unmarketable and removed by the Market Manager.





How do Lake County consumers define produce quality



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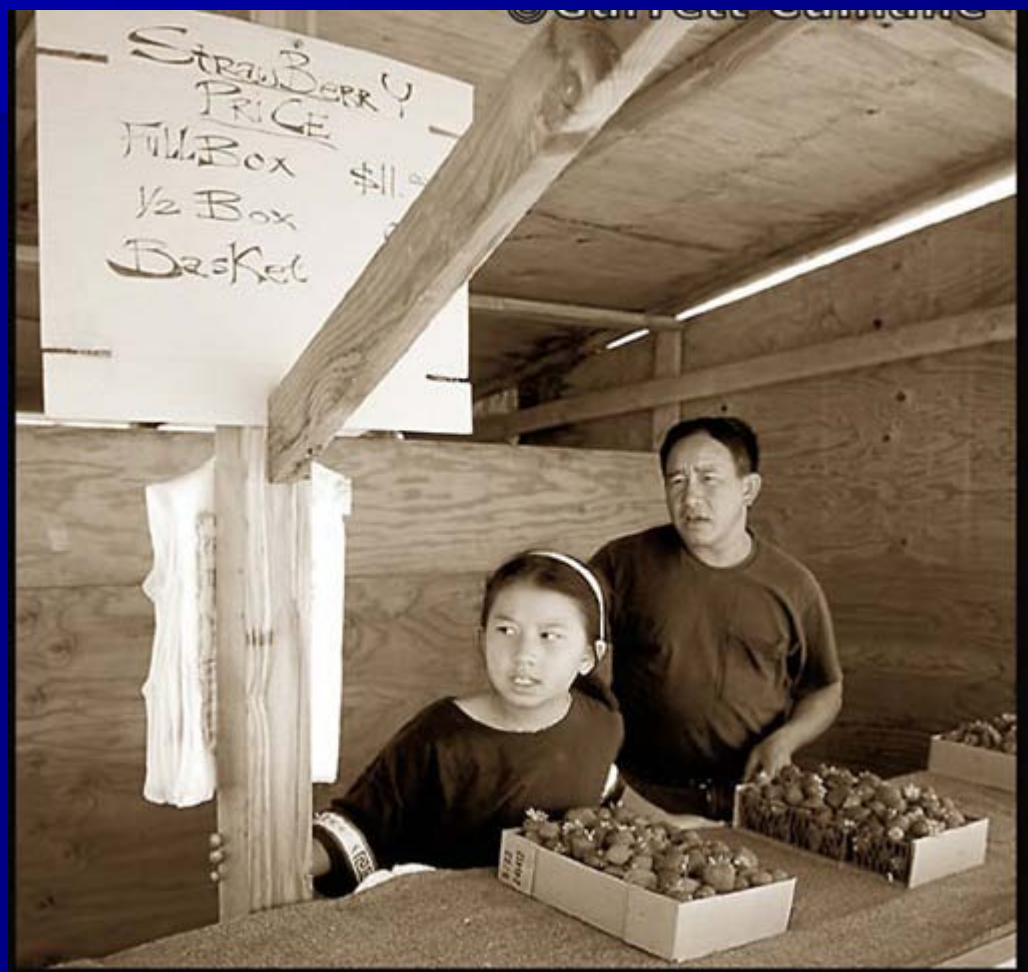
How do consumers in general define produce quality

- Freshness
- Ripeness
- Eating quality
 - Flavor
 - Aroma
 - Texture
- Puncture-free
- NOT shelf life
- NOT large
- NOT bright and shiny
- NOT perfectly symmetric



How do consumers define value for produce?

- When asked to define value the top answer selected by 75% of the study's respondents was "quality;" price ranked second with 65%...
 - Acceptable "quality" is the entry requirement for purchase consideration.
 - Once that threshold has been met for individual consumers, price becomes the key driver
- Hartman Group Study, 2010





**ORGANIC
Yakata Fuji**

Crisp & Sweet Juicy

\$2.75/lb



**Organic
Pink Lady**

Sweet & Tart Crisp

\$2.75/lb

**Cosmetically
Challenged
Organic
Apples
\$ 1.⁵⁰/_{lb}**

Display Area

- Well organized
- Does not obstruct Market traffic flow
- Attractive, uncluttered
- Try to keep your vehicle out of display
- Appearance is important





THAI YANG MA
Fresno



CCOF
Certified
Organic



www.ccof.org
In partnership with the USDA National Organic Program.





Uncluttered Display Area





Appearance Is Important

- Signage—Do Your Customers Know Your Name?
- Are your salesperson's hands clean?
- Is your salesperson's clothing clean?



Signage

- Product name and prices
 - Clear, easy to read



Signage—Do Your Customers Know Your Name?

- Farm Sign
 - Clear, recognizable
 - Location



Deardorff

FAMILY FARMS

Sustainable Farming for a Healthier Life!





THAI YANG MAI VUE Fresno

Thai Yang Mai Vue is a family-run farm located in Fresno where we grow a large variety of vegetables including broccoli, leeks, carrots, onions, bitter melon, and daikon to name a few. Our family began farming after we moved to the United States. We didn't know the first thing about farming, but after some help from our father, we decided we could make this a successful family business. The entire family pitches in with harvesting the crops and selling our produce to the farmers' markets. Everyone works as hard as they can and we're very proud of all of our efforts. Farming brings us a lot of happiness, but we especially enjoy farming because we can set our own schedule and we meet so many different people through our work. We participate in two farmers' markets each week and the best part of attending the markets is taking with our customers. In the future, we hope to expand our farm and continue producing high quality vegetables for our customers' enjoyment.

"We grow what we sell!"

What can I do with Sugar Cane?



Scan this with your smartphone for recipes, tips, nutrition facts, and more!



LAMB

Fifth generation family rancher Reed Anderson raises our grass-fed and finished lamb in Oregon's Willamette Valley. The lambs are given no antibiotics or growth hormones and live on open pasture. All our lamb is Certified humanely raised and handled.

CHOPS, STEAKS & GRILLING CUTS

Sirloin Chop (T. bone) - \$17.99/Lb
Lamb leg Steak - \$9.99/Lb
Butterflied Leg Sirloin - \$9.99/Lb
Lamb Shoulder Steak - \$6.99/Lb

ROASTS, STEWS & BRAISING

Boneless Netted Shoulder Roast - \$6.99/Lb
Boneless Netted Leg Roast - \$9.99/Lb
Ribs (short Ribs) - \$5.99/Lb
Shanks - \$6.99/Lb

OR PERHAPS...

Ground Lamb - \$6.99/Lb
Moroccan Sausage - \$10/pack

*LAMB NECKS \$5.99/LB

VITELLONE

With the tenderness and flavor of Veal, our vitellone is pasture-raised on mother's milk and grass in the lush Willamette Valley in Oregon without the use of antibiotics or Hormones. Our vitellone never lives in a crate is never fed formula, and is Certified humanely raised and handled. Translated loosely to "young cow" or "big veal", it is found on menus throughout Tuscany. Bon appetito!

STEAKS, & OTHER CUTS FOR GRILLING

Bone-in Ribeye - \$18.99/Lb
T-Bone - \$16.99/Lb
Top Sirloin - \$9.99/Lb
Filet Mignon - \$23.99/Lb
Flank Steak - \$12.99/Lb
Flat Iron - \$12.99/Lb
Sirloin Tip Steak - \$8.99/Lb
Chuck Steak - \$6.99/Lb

ROASTS AND STEWS

Ossobuco - \$6.99/Lb
Chuck Roast - \$6.99/Lb

-SPECIALS-

BONES & SHORT RIBS

OTRI-TIP

ARMS

\$2.50
/ POUND

CLASSIC
WITH TEXTURE
VEGETABLES
IN ROASTS,
GRATINS,
SOUPS
& PUREES

ORGANICALLY GROWN BY HAPPY BOY FARMS

Watermelon Radishes \$2.00 / POUND



THIS CUTE, ROUND ROOT HAS A BRIGHT PINK INTERIOR. THEY MAKE A GOOD LOOKING PICKLE AND ARE A CRISP AND TASTY CHOICE FOR SALADS. THEIR COLORFUL INTERIORS WITH A SPLASH OF VINEGAR OR LEMON JUICE. WE ALSO RECOMMEND THEM ROASTED OR AS AN INGREDIENT IN SOUPS & CURRIES. THEIR FLAVOR IS DELICIOUS LIKE DAIKON.

ORGANICALLY GROWN BY HAPPY BOY FARMS

nettles \$2.00 / BAG

IT'S ONLY A LITTLE BIT BUT IT'S WORTH IT! LIKE TONGUE & ALWAYS COOK ME!

THESE TASTY WILD GREENS ARE HIGH IN PROTEIN & VITAMINS.

BLANCH IN BOILING WATER FOR 1 MINUTE OR SAUTEE FULLY UNTIL THEY ARE SOFT. GOOD TO EAT.



Pomellos?



Scan this with your
smartphone for recipes,
tips, nutrition facts,
and more!

See the Market Manager for more information
pcfma.com 1.800.949.Farm



Cleanliness

"Cleanliness is the most important aspect governing the sale of produce at Huffman's.

All of the tables get cleaned every morning and every night.

All of the carpeted shelves get vacuumed.

And, all of the produce gets cleaned before it ever hits the shelves"



SALE
FENNEL 1⁵⁰/_B OR 4 FOR 5
BUNCHED GREENS 3 FOR 5²⁵

100% ORGANIC

Farm Fresh To You



Organic Produce Delivered
Fresh From The Farm

LET US FEED YOU

WWW.FARMFRESHTOYOU.COM



Food Safety

- County Environmental Health Dept. regulates sampling at Farmers Markets
- Serving utensils must be disposed of after one use
- Containers need to covered
- Disposable gloves?

Food Safety

- After 2006 E. coli outbreak in spinach, shoppers flocked to Farmers Markets to buy spinach from a farmer they trusted
- Most farmers who sell at farmers markets do not have any food safety certification

New Food Safety Bill

- Tester Amendment provides exemption for "small farmer" who sells majority of their product direct
 - 50% or more of farm product direct marketed
 - Direct markets in the same state or within 275 miles
 - Total farm sales less than \$500,000
 - Name, address and phone # provided to customer
- Applies only to fruits and vegetables, not meat, poultry or dairy products

Food Safety

- In California you cannot manufacture or hold food in your home for sale
 - exception: charity bake sales
- Issues of inspection
- Ability to manufacture under Good Manufacturing Practices
 - sanitation particularly difficult at home

If you sell processed foods, regulation depends on where you sell

- Make your own, only sell your own to ultimate consumer (e.g., farmstand, farmers market)
 - Subject to County Environmental Health (each county sold)
- Others sell your product but only in California
 - Subject to State CA Dept of Public Health you or others sell your product within AND outside California
- State AND Federal (FDA and/or USDA)

Commercial Food Facilities

- Commercial Kitchen

- Meets Food Code (California Retail Food Code – 10/09) requirements
 - Can register as a processing facility

- Food Processing Plant

- Meets Good Manufacturing Practices Regulations

- Co-packer



CA Dept. of Public Health

Food & Drug Branch

- Regulates processing, repackaging and warehousing
 - Dried fruits and vegetables (if cut)
 - Milling and Milled flours
 - Shelled nuts
 - Flavored nuts
- A separate registration is required for each place of manufacture, packing, or holding

CA Dept. of Public Health

Food & Drug Branch

- Foods that are "low acid canned" or "acidified and canned" to prevent the formation of Botulism Toxin must be done in a California-licensed cannery regardless of whether they are direct marketed
 - Acidified food-- pickled vegetables, salsa, relishes, pesto
 - Thermally processed canned foods
 - Requires training in Better Process Control School
 - Separate registration, product and process submission and evaluation, batch and record inspection
- Exemptions: naturally acidic (e.g., peaches), microbially fermented (e.g., dill pickles), jams and jellies, some dressings/sauces

MISCELLANEOUS TIPS

Growing is not the hardest part of farming

The farmer who will stay in this business is the one who can market—and market at a fair price

Paul Muller, Full Belly Farm

Dimensions of Your Product

- Crop assortment—SPECIALIZE TO START
- Crop varieties
 - Including early & late season
- Fresh, value-added/processed
- Bulk, bundled, packaged
- "Brand name"
- Features, e.g., organic, no pesticides,
Lake County Farmers' Finest
- Packaging/labeling



Add Other Crops/Products

- If direct marketing, can only sell your own crops
- Make jam, preserves, syrups or dry/freeze-dry your excess fruit & veggies in a commercial kitchen
 - Put labels on your jars/bags (see Labeling Guide, www.fda.gov)



- Direct Marketing requires planning for quality and success:
 - Assess the market situation
 - Understand your different target markets
 - Plan accordingly
 - Make decisions strategically
 - Strive for quality
 - Market your identity to differentiate
- Remember your time is money!