

Great Lakes Fruit, Vegetable & Farm Market EXPO
December 9-11, 2008

DeVo Place Convention Center, Grand Rapids, MI



Processing Products at Farm Markets Workshop

Thursday morning 9:00 am

Where: Gallery Overlook (upper level) Room F

CCA Credits: PD(2.0)

Moderator: Ron Goldy, District Vegetable Educator, MSU Extension

9:00 a.m. Going Beyond Jam and Jelly

- Susan Lynn, Sand Hill Berries, Mt Pleasant PA
 - Don Walker, Hobart Sales & Service, Lansing, MI
 - Cathy Martin, MDA Food Safety Inspector
 - Ron Goldy, District Vegetable Educator, MSU Extension
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THE KEYS TO UNLOCKING THE DOORS TO YOUR OWN FOOD BUSINESS

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Which Door Will You Unlock ?

You Need to Ask Yourself

- ◆ Do you have the resources to start your own business?
- ◆ What are you going to make?
- ◆ Where are you going to make it?
- ◆ What are the Hazards Associated with the product or procedure?
 - Biological: bacteria, mold, etc...
 - Chemical: pesticides, preservatives, etc...
 - Physical: stems, seeds, hair, etc...
- ◆ What, if any, licenses do you need?
- ◆ Who do you market this to?

You Need to Ask Yourself

- ◆ Do you understand the food process and the importance of consistency?
 - GMPs-Good Manufacturing Practices
 - Ingredients
 - Following the recipe
 - Proper documentation of any required testing (product dependant)on each and every batch
 - Closures
 - pH
 - Aw
 - Cooking/holding times & temperatures
- ◆ Do you know where to obtain the answers to your questions?

The Keys to Making the Product Yourself

- ◆ Find or build a facility
- ◆ Register with FDA*
- ◆ Batching-up Your recipe
- ◆ Obtain necessary lab analysis
 - Product profile: Aw,pH,shelf life, bacterial testing, etc] (depends on product)
 - Process schedule (product dependant)
- ◆ Obtain product packaging & labeling
- ◆ Obtain a food license from appropriate regulating agency:USDA, MDA, LHD, etc...
- ◆ Warehouse the product
- ◆ Market the product

The Processing Facility

- ◆ Do you rent a facility?
 - Lower starting up costs!
 - Incubator kitchen (Hart & Bad Axe),licensed restaurant or service organization kitchen
 - American Legion Hall
 - Church Kitchen
 - Cannot store ingredients, packaging, finished product at kitchen location
 - Have to tote back & forth
 - Have to schedule around other people

The Processing Facility

- ◆ Do you build your own facility?
 - Build new or remodel?
 - May be costly
 - May be zoning questions
 - At your house or buy land elsewhere
 - Conveniently located close by
 - May be able to have retail store
 - Can set own hours of operation
 - Room for expansion when business growth occurs
 - Storage
 - Production of new products

The Processing Kitchen

- ◆ Large enough to allow adequate space for processing
- ◆ Smooth & easily cleanable floors, walls, & ceilings
- ◆ Water Supply & Wastewater disposal
 - Well/Septic-Sanitary Survey done by county
 - Municipal supply
- ◆ 3 Bay Utensil Sink
- ◆ Separate Hand Sinks
- ◆ Equipment necessary to properly process your product
 - Stove/oven/steam kettle
 - Pots & Pans/Utensils
- ◆ Employee Hygiene
 - Hair restraints
 - Clean outer garments
- ◆ Product testing devices if needed
- ◆ ****Must comply with applicable codes-plumbing,electrical, etc...**

FDA Registration

- ◆ The Food & Drug Administration governs interstate commerce of food items, health & beauty items (cosmetics), and medications (drugs)
- ◆ Processors **MUST** register with FDA
 - If the product is sold across state lines (internet sales for example)
 - If any part of the product,including packaging, crosses state lines.
- ◆ It is free to register and can be done online (preferred way).

By What Authority?

- ◆ Michigan Food Law Act #92
 - www.michigan.gov
 - Mda -food safety—
 - Food safety for regulators under laws & regs
- ◆ Code of Federal Regulations
 - www.accessdata.fda.gov
 - CFR Title 21-Food & Drugs
 - 110 Good Manufacturing Practices
 - 113 Thermally Processed Low-Acid Foods
 - 114 Acidified Foods

“Batching Up”

- ◆ Your recipe may make 30 containers of product which is adequate for home use.
- ◆ When the batch needs to make 300 containers, just increasing the recipe 10 fold will not work!
 - Certain components will overshadow other ingredients and affect flavor, quality, safety, etc. .
 - Some preservatives can become toxic at too high a level.
- ◆ Most likely will need help from a specialist MSU Product Center can help!
Canned Food Items are Special!

Different Products have Different Requirements

- ◆ Jams & Jellies
 - No special testing requirements due to sugar content
 - Adequate closures to protect the product
- ◆ Canned Fruit
 - Naturally high acid content (below 4.6)
 - Testing not usually needed.

Different Products/Different Requirements

- ◆ Salsas and Pickles (Acidified)
 - If made, labeled, & sold under refrigeration **NO** testing required
 - If shelf stable--WILL require frequent product testing/batch & documentation.
 - pH **MUST BE 4.6 OR LOWER**
 - Closures (lids) and containers
 - Shelf life-for Quality and Safety
 - Scheduled Process will be required from a Competent Processing Authority
 - Provides for an adequate process to prevent growth of microorganisms having public health significance
 - Better Process Control School **REQUIRED**

Different Products/Different Requirements

- ◆ Thermally processed Low-Acid Foods
 - Canned Vegetables, Meats, Sauces with pH > 4.6
 - Meats require USDA FSIS inspection
 - Must have a Scheduled Process-process that achieves Commercial Sterility (kills the containers of viable micro-organisms)
 - Must be approved by a Competent Processing Authority
 - Very detailed: retort requirements, product testing, & closure testing
 - Better Process Control School **REQUIRED**

Finishing the Job!

- ◆ Packaging has to be appropriate to the product & be attractive
- ◆ Contact the licensing authority
 - Meat: USDA
 - Foods: MDA
 - Restaurants-LHD(good idea to call at the start of your project)
- ◆ Labels should be reviewed BEFORE you have them made to make sure correct information is on them
 - Saves \$ in the long run
 - MDA Label specialists do it for free!!!!

Required Labeling Info

- Name & address of responsible party
- Name of item
- Ingredient statement-descending order by weight & complete breakdown of all ingredients composed of 2 or more components (ex: bread (wheat flour,water, niacin)
- Net weight/volume-English & Metric
- Process code or sell-by date (less than 90 day shelf life)
- ***allergens-Not required-highly recommended
wheat,soy,eggs,dairy,shellfish,crustacea, peanuts,tree nuts

Storage

- ◆ If the warehouse is at a different address than the processing facility then a separate license from MDA will be required.
 - Product cannot be stored directly on the floor
 - Must be protected from contamination
 - Easy access for shipping
- ◆ GET OUT AND FIND YOUR CUSTOMERS!!!

◆ Good Luck on Your
Entry Into the World of Food
Processing & Running
Your Own
Business!