

Farm Marketing IV: Bakery/Process Session

Wednesday afternoon 2:00 pm

Where: Ballroom A

Moderator: Ron Goldy, Senior Vegetable Educator, MSU Extension, Benton Harbor, MI

- 2:00 pm Vala's Pumpkin Patch Bakery - Options Are Important
- Tim and Kelsey Vala, Vala's Pumpkin Patch, Gretna, NE
- 2:30 pm Cider Making: How to Diversity Your Offerings
- Matt Murphy, Red Jacket Orchards, Geneva, NY
- 3:00 pm Pest Control in Your Farm Market Processing Areas
- Randy Schaap, Director of Food Safety, Arnie's Bakery, Grand Rapids, MI
- 3:30 pm Developing A Signature Item -- Panel
- 4:00 pm Session Ends

Cider Making: How to Diversify Your Offerings

Matt Murphy
Assistant Orchard Manager
Red Jacket Orchards
Geneva, NY
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- Red Jacket Orchards is a third generation business.
- Started with an old rack and cloth press and expanded to a new state of the art juice facility in 2010
- Food safety very important to us
- Originally began as cider makers, but eventually moved into fruit/ juice based products.
- With a diverse fresh fruit catalogue, sometimes had leftover products, which eventually were transformed into juices
- Took several years to create the perfect blend
- Cold pressed, all natural, flash pasteurized, no sugar or water added to products.
- We sell bulk juice to hard cider and spirit producers
- We have over a dozen different blends of juices and stomps.
- Expanded into NYC markets in the 90's
 - Now in 25-30 markets
- Red Jacket juices are in stores from Maine to Texas



Inspection Points

Pest Control in Your Farm Market Processing Areas

- Prevention (screens, air curtains, door gaskets, dock pit integrity, etc...)
- “White glove” - Master sanitation schedule
- FIFO – First In / First out
- “Rodent Run” - 18” storage away from walls
- Visual inspection
 - Stored ingredients and finished product
 - Areas surrounding food
 - Pest identification

Stored Product Pests



Filth Flies



Sawtooth Grain Beetle
Egg to Adult 30 – 50 Days
Adults = 6 – 10 Months or >
Cannot Fly
Not Attracted To Light



Warehouse Beetle
Egg to Adult 32 - 43 Days
Adults = 9 – 50 Day Life
Can Fly
Attracted To Light



Cigarette Beetle
Egg to Adult 30 - 90 Days
Adults = 23 – 28 Day Life
Can Fly
Attracted To Light



Red Flour Beetle
Egg to Adult 45 - 90 Days
Adult = 2 - 3 Years
Can Fly
Attracted To Light



Confused Flour Beetle
Egg to Adult = 45 - 90 Days
Adults = 2 - 3 Year Life
Cannot Fly
Attracted To Light



Indian Meal Moth
Egg to Adult 30 – 45 Days
Adults = 5 – 25 Day Life
Can Fly
Attracted To Light

Moth Fly

Egg to adult = 7 – 28 days



Attracted to light

Live approximately 2 weeks

Typically stay close to source

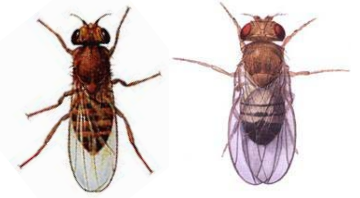
Inspection Points

- Slimy drains (Bio-Film)
- Sewer leaks or backups
- Dirty garbage cans
- Saucers under potted plants
- Clogged roof gutters & storm drains
- Air conditioners
- Moist compost
- Dry drain traps

Fruit/Vinegar Fly (Red or Dark Eyed)

Egg to adult = 8 – 10 days

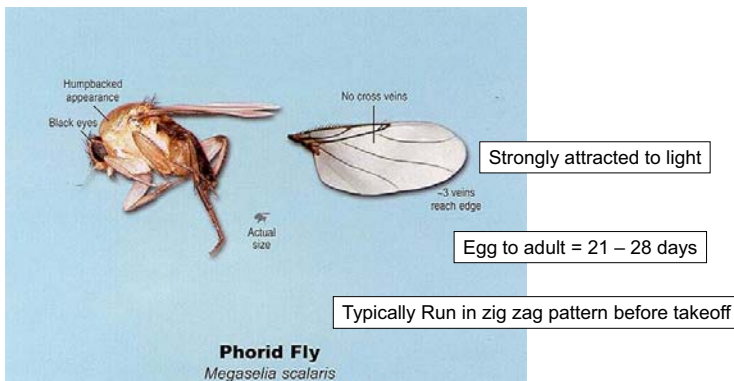
Live
approximately
8 – 20 days




Adults are somewhat attracted to light

Typically take off from a sedentary position

Phorid Fly



Inspection Points

- Follow your nose
 - Moisture and four odor
- Stored soda cans
- Sour mops and mop water
- Decaying fruit
- Screen integrity (mesh size)
- Surface of drain water 
- Dry drain traps
- Any surfaces and crevices with wet fermenting food particles

Inspection Points

- Organic film lining drain pipes (Bio-film)
- Moist residue at the bottom of trash cans
- Garbage disposals
- Moist material in cracks and crevices
- Dirty mop heads
- Faulty septic systems
- Over watered plants
- Dung and dead animals
- Dry drain traps



German Roach

- Egg to adult = 54 – 215 days
- Adults live 100 – 200 days
- 75% of their time is spent in harborage
- Gravid females are inactive and stay close to harborage area
- Female carries ootheca until 1-2 days before hatching
- Nymphs stay close to harborage area
- Known carrier of pathogens

Inspection Points

- Warm humid places
 - Kitchens
 - Bathrooms
- Any crack or crevice located near food/water
- Prefer Darkness
- Thigmotropic tendencies
- Introduction sources
 - Hitchhiking from one point to another
 - Paper or cardboard products
 - Employees
 - Second hand equipment

Inspection Points

- Drawn to shadows, holes, lines and corners
- Habits
 - Mice tend to be exploratory
 - Rats tend to be neophobic
- Feeding
 - Grains by nature
 - Opportunistic on “good tasting” foods
- Mice Forage (typical) = 10ft – 30ft ++
- Norway Rat (typical) = <90ft – 450ft

Helpful Links

Purdue University - publications

<http://extension.entm.purdue.edu/publications/pubs/complete.html>

University of Nebraska - Cockroach Control Manual

<http://lancaster.unl.edu/pest/roachmanual.shtml>

University of Nebraska publications

<http://entomology.unl.edu/resources.shtml>

Pest Identification

<http://bugguide.net/node/view/15740>

University of Georgia publications

<http://www.ent.uga.edu/pubs.htm>

PCT Magazine

<http://www.pctonline.com/>

University of Florida publications

<http://entnemdept.ufl.edu/pubs/>

Rodents

