

Sweet Cider

Wednesday morning 9:00 am

Where: Grand Gallery (main level) Room D

Moderator: Ed Robinette, MSHS Trust Committee, Grand Rapids, MI

- 9:00 am Cider Mill Inspection Results for 2015 and 2016 and Plans for Next Season
- Kevin Halfmann, Food & Dairy Division, MDARD, Lansing, MI
- 9:15 am Arsenic and Lead Levels in Michigan Apple Cider
- Les Bourquin, Food Science Dept., MSU
- 9:55 am Cider Making for Our Farm Market and NY City Customers
- Matt Murphy, Red Jacket Orchards, Geneva, NY
- 10:25 am Creating A Media Plan for Your Cider Mill When the Worst Happens
- Jeremy Bakken, Senior Director, Lambert, Edwards & Associates, Grand Rapids, MI
- 11:00 am Session Ends

Michigan Cider Makers` Guild Annual Member Gathering to follow the Sweet Cider educational session, moderated by Bob Tritten.

Cider Making for Our Farm Market and NY City Customers

Matt Murphy
Assistant Orchard Manager
Red Jacket Orchards
Geneva, NY
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- Red Jacket Orchards is a third generation business.
- Specialize in several products instead of one or two.
- Started with an old rack and cloth press and expanded to a new state of the art juice facility in 2010
- 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 blends
- Cold pressed, all natural, flash pasteurized, no sugar or water added to products.
- Started selling fruit at fruit stand, eventually moved to whole sale and markets in NYC
 - Eventually laid roots in Brooklyn and opened the Red Jacket Warehouse in Greenpoint
- Expanded into NYC markets in the 90's
 - Now in 25-30 markets
- Red Jacket juices are in stores from Maine to Texas

