

Sept 5th, 2018

Food Processing Facility Project

Stephen Bramwell, Sydney Debien - WSU Extension

Food Processing WIT: Cathy Visser, Lisa Smith, Marilyn Sitaker



Pioneer Valley Vegetables

IQF - Keep Frozen

<input checked="" type="checkbox"/> Broccoli Florets	<input type="checkbox"/> Cauliflower Florets	<input type="checkbox"/>
<input type="checkbox"/> Broccoli Cuts	<input type="checkbox"/> Peppers Diced	<input type="checkbox"/>
<input type="checkbox"/> Carrots Coined	<input type="checkbox"/> Pepper Cuts	
<input type="checkbox"/> Carrots Diced	<input type="checkbox"/> Potatoes Diced	

Grown in New England

<input type="checkbox"/> Czajkowski Farm, Hadley, MA	<input type="checkbox"/> David Mokrzecki Farm, Hadley, MA
<input type="checkbox"/> Harvest Farm, Whately, MA	<input checked="" type="checkbox"/> Plainville Farm, Hadley, MA
<input type="checkbox"/> Long Plain Farm, Whately, MA	<input type="checkbox"/> Wysocki Farm, Amherst, MA
<input type="checkbox"/>	<input type="checkbox"/>



Thurston
County

WASHINGTON STATE UNIVERSITY
EXTENSION



Project Updates

- ▶ What's been happening this summer?
 - ▶ Food processing facility visits
 - ▶ Farmers market customer survey
 - ▶ Institutional buyer outreach
 - ▶ CSA customer survey
- ▶ What's on the horizon?
 - ▶ Next steps, questions, and goals

Food Processing Facility Visits

- ▶ Linc Foods, Spokane, WA
- ▶ Western Massachusetts Food Processing Center, Greenfield, MA



Equipment



Visit Takeaways: Franklin Co Community Development Corp

- ▶ Grant funding equipment
- ▶ Subsidizing facility
- ▶ Rental user growth
- ▶ Farmer users
- ▶ Rates and charges
- ▶ Anchor tenants
- ▶ Private for-profit businesses, and non-profit enterprise
- ▶ Storage, storage
- ▶ Staff



Visit Takeaways: Linc Foods

- ▶ Value of a committed partner/account
- ▶ Pricing: farmers, and brokering
- ▶ Commitment model
- ▶ Operating margin
- ▶ Product line & customers - value of aggregation
- ▶ Top three markets
- ▶ Stability

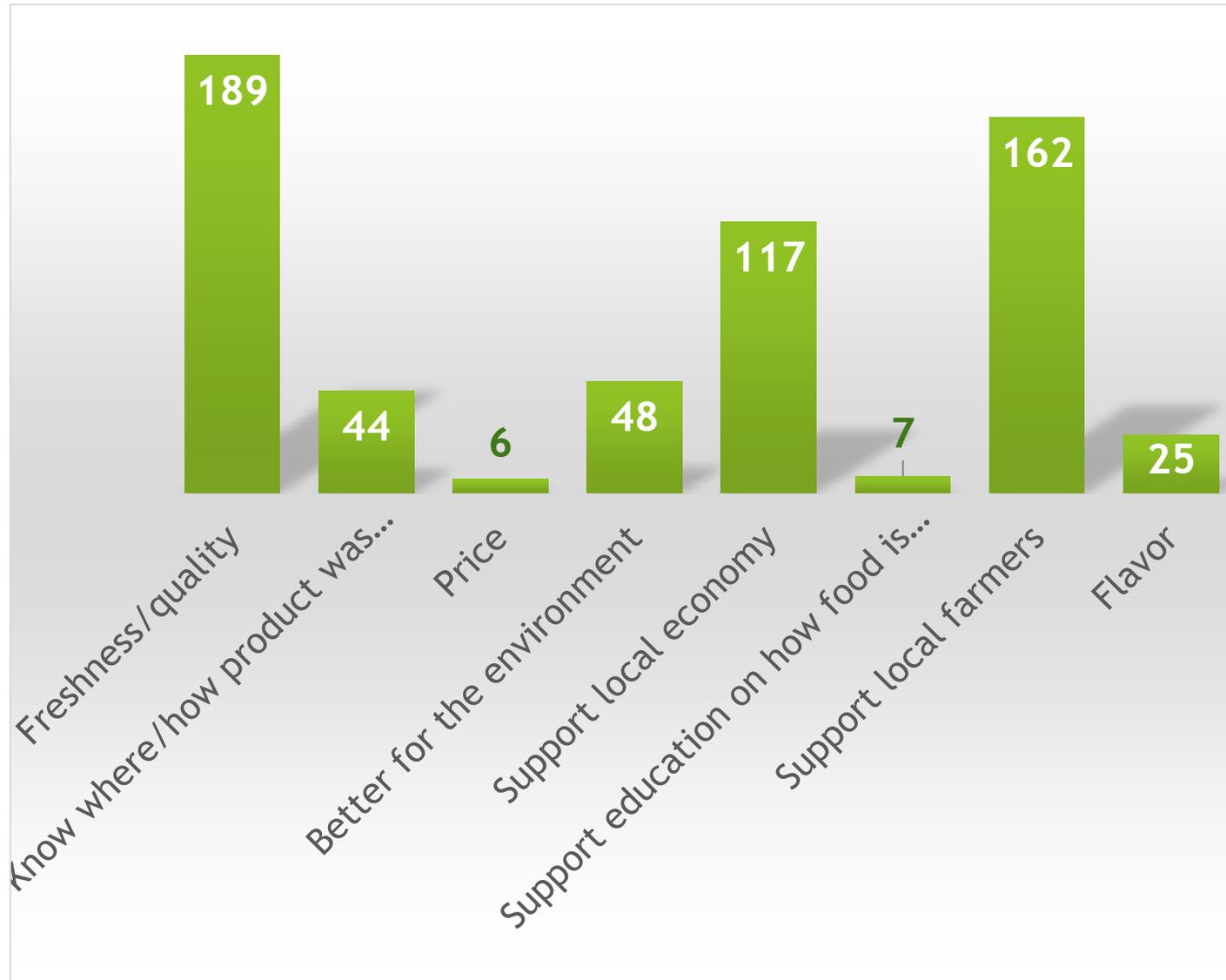


Farmers Market Customer Survey

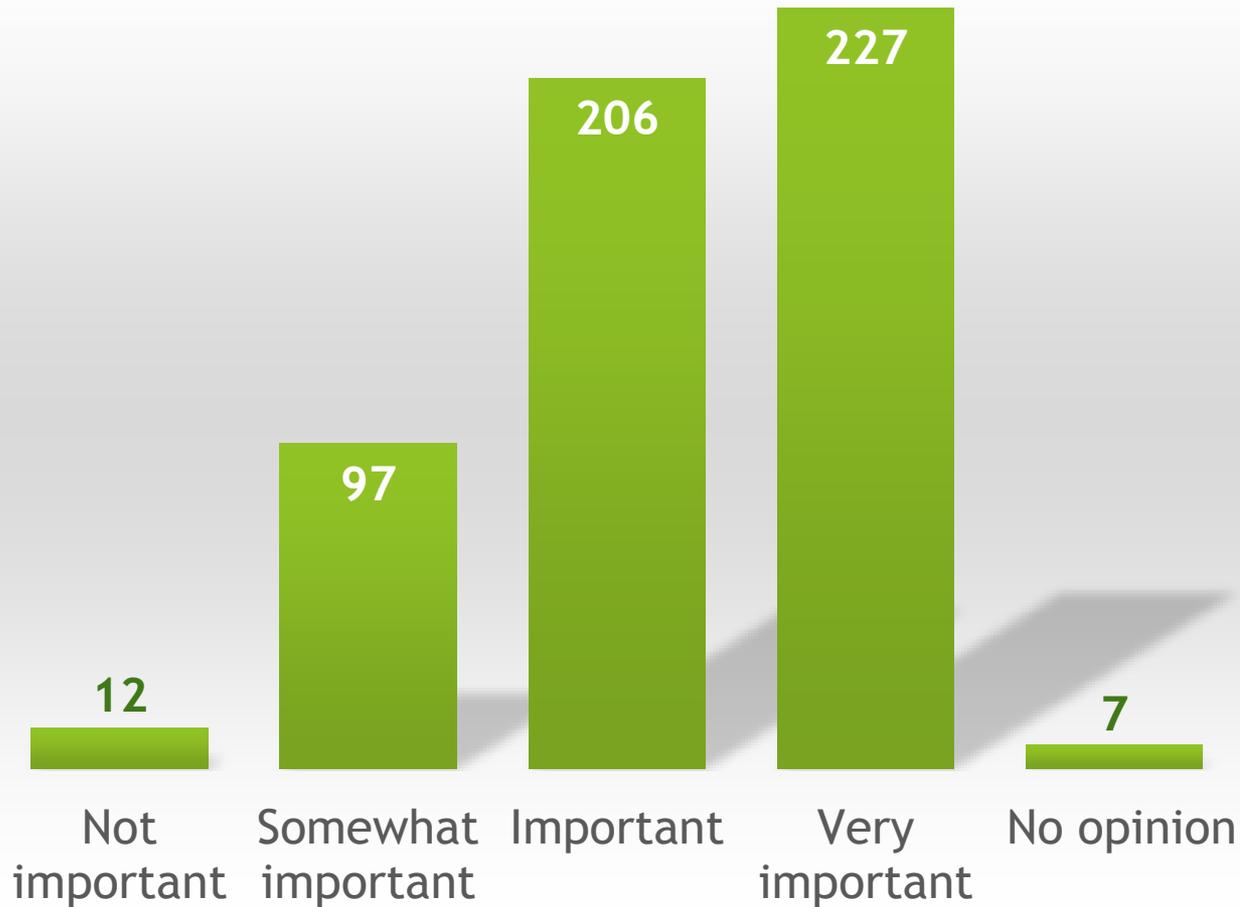
- ▶ August 11, 10:00 AM - 3:00 PM
- ▶ Olympia Farmers Market
- ▶ Customers completed a dot survey
 - ▶ 7 questions, one response (dot) per question
 - ▶ Questions were a subset from the other two surveys
 - ▶ Sheets were changed hourly
- ▶ Over 500 responses!



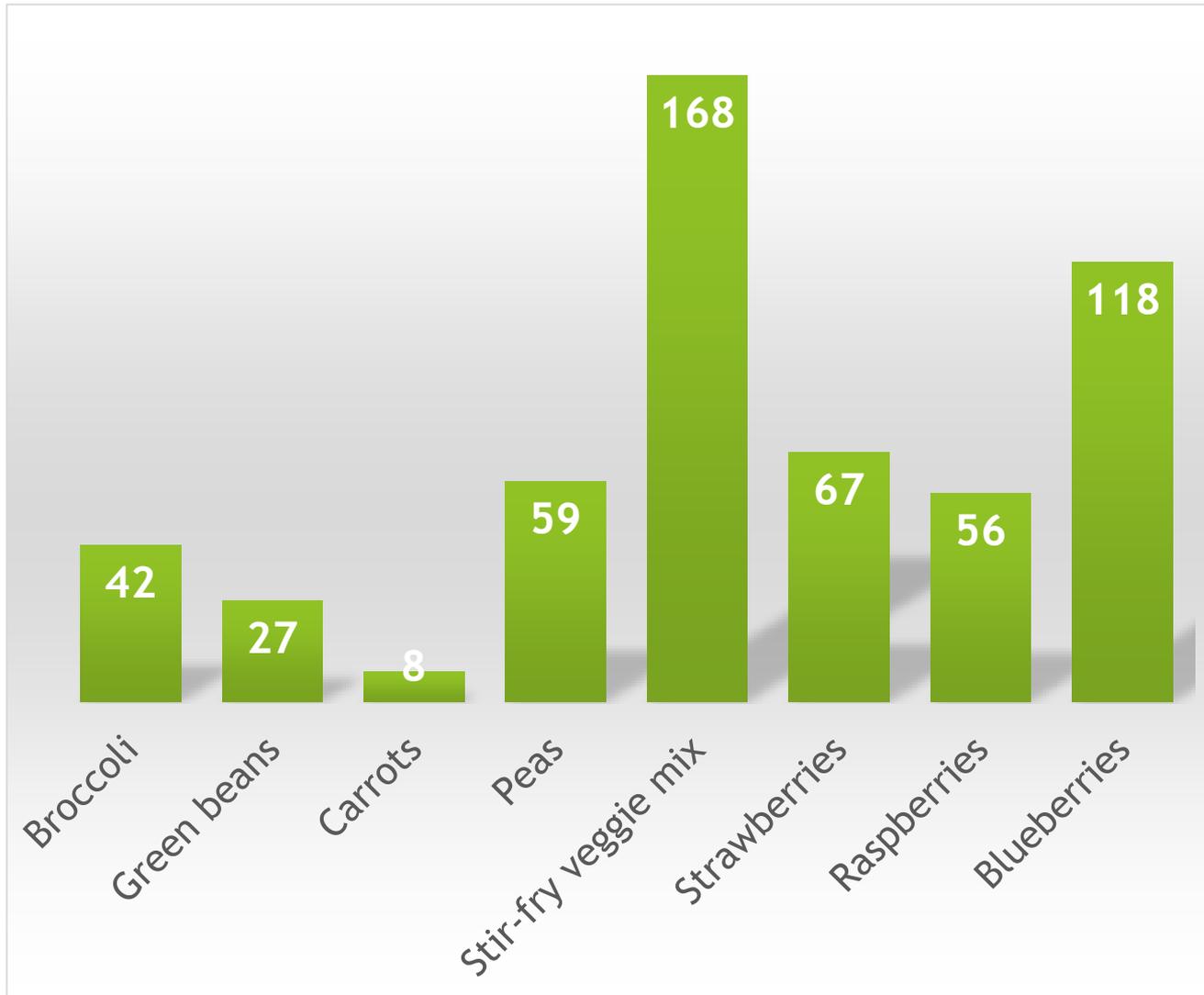
What is your primary reason for buying local food



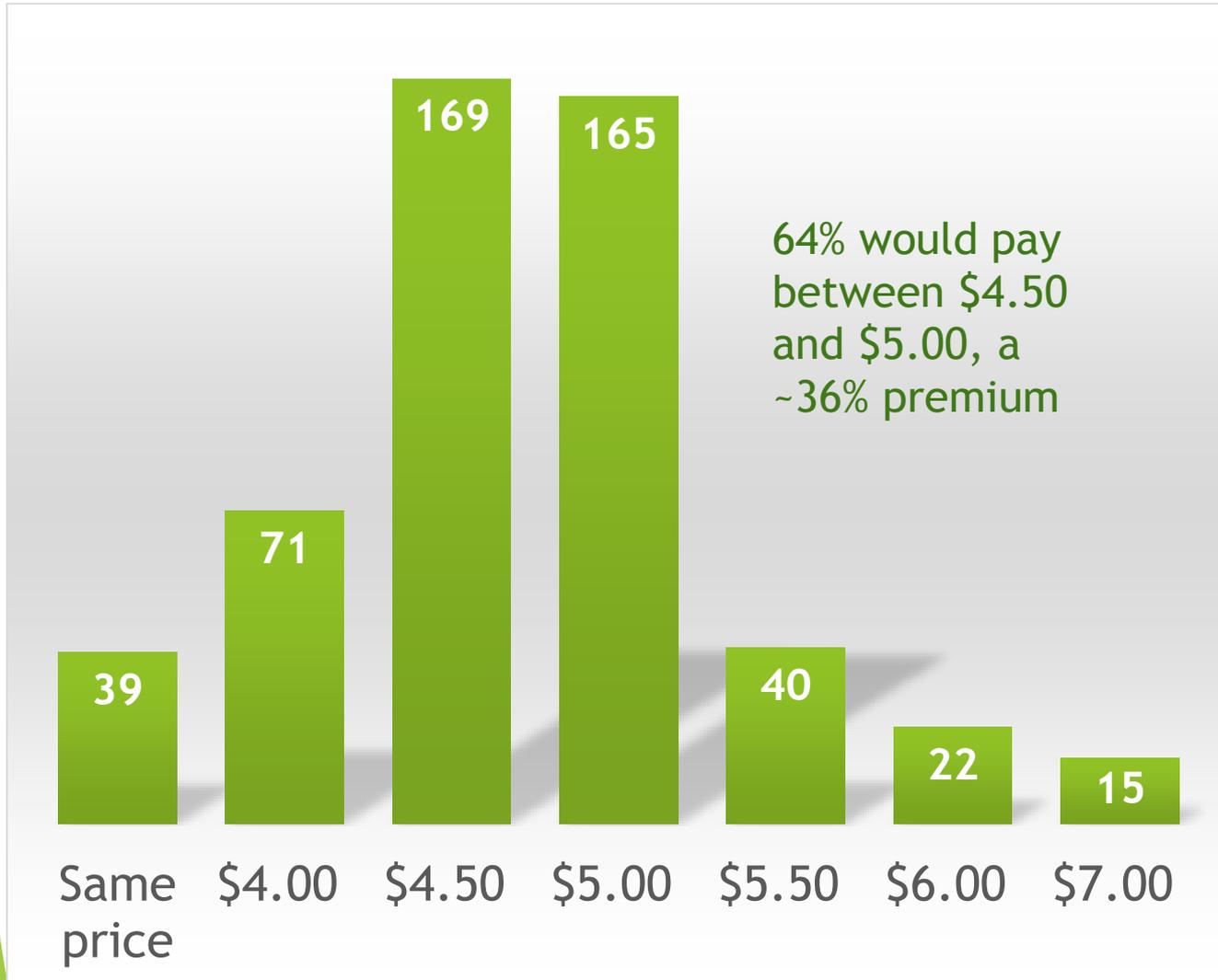
How important is it to you that locally processed foods use locally grown ingredients?



Which frozen product would you MOST like to buy? All products are locally grown & processed



If non-local frozen stir-fry veggies cost \$3.50/lb at the local supermarket, what is the MOST you would pay for locally grown and processing frozen stir fry veggies (both organic)



Institutional Buyer Survey

- ▶ Reaching out to Food Services Directors of:
 - ▶ School districts
 - ▶ Colleges/Universities
 - ▶ Correctional facilities
 - ▶ Hospitals
 - ▶ Senior living facilities
- ▶ 4 completed surveys
 - ▶ About 5 in progress
- ▶ Continuing to reach out



CSA Customer Survey

- ▶ Working to finalize survey questions
- ▶ The goal is to distribute the survey to customers in early to mid September



Photo credit: Helsing Junction Farm

What's on the horizon?

Next Steps

- ▶ Continue outreach to institutional buyers
- ▶ Distributing the CSA survey
- ▶ Holding a fall/winter meeting

Questions

- ▶ What is the potential for two different food processing facilities in Thurston County?
 - ▶ Lacey, shared use kitchen
 - ▶ Tenino, high volume facility
- ▶ What options do we have to continue funding this work?
 - ▶ Port of Olympia
 - ▶ Specialty Crop Block Grant
 - ▶ Value Added Producer Grant
 - ▶ Federal State Marketing Improvement Program?