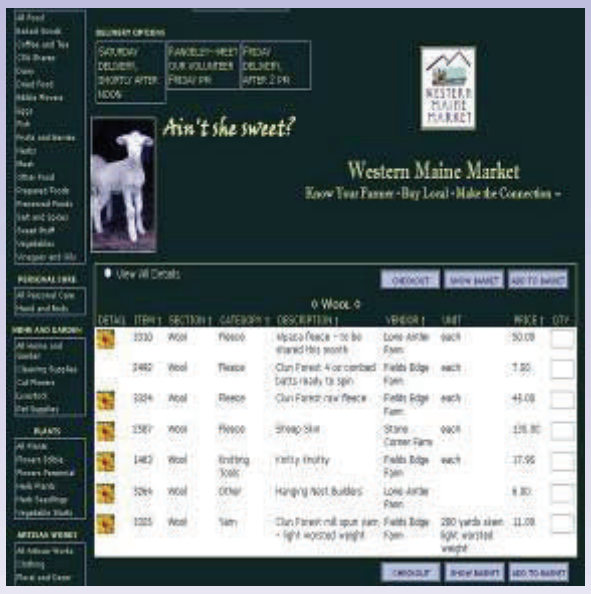
Cold Cache

Resource Guide for Farmers

Extending the Farmers' Market Season



Co-Produced by Western Mountains Alliance and Maine Rural Partners with funding from USDA Risk Management Agency as part of "Extend the Know Your Farmer Season Project"

Maine Rural Partners

RMA

WESTERN MOUNTAINS ALLIANCE

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Introduction

Listen, Connect, Create

The purpose of this manual is to guide farmers interested in extending the harvest into Maine's unpredictable winter months and finding or creating markets in which to sell the fruits of that winter labor. This publication does not pretend to be anything other than a guide to resources and tools to help you deepen your exploration into how to address the rapidly growing demand for Maine grown food all year round.

Throughout this guide you will encounter web links to various resources. This guide was written to be used online and to be easily editable as new resources emerge. There is an annotated bibliography at the end of the guide. If you would like to add a resource or a new connection, contact Claudia Lowd, Claudia@MaineRural.org

Part I — For Farmers

Section 1—Extending the Season

If you farm in Maine, chances are you have heard of Eliot Coleman. If you have not, put this guide down immediately and find a copy of *The Winter Harvest Handbook*, or better yet, go to Four Season Farm. We don't think we can really add to the technical expertise you will find there. However, we want to highlight a few starter questions:

- How much time and money can you afford or do you want to invest?
- Who are your customers?
- What do your customers want?
- Will your location be a help or a hindrance?
- Where does your capacity end and the crazy begin?
- What will it cost for you to produce the winter products? Are your customers able and willing to pay that price?
- When will your downtime be if you extend the growing and marketing season? Will you have enough time for your family and the other demands on your time?

You'll want to think carefully about these questions and answer truthfully if you want to succeed in a new enterprise like winter farming and marketing.

In a complementary resource which talks explicitly about the business of farming, Richard Wiswall's book, *The Organic Farmer's Business Handbook: Complete Guide to Managing Finances, Crops, and Staff—and Making a Profit* is not only for organic farmers. The book will help any farmer frame his/her farm business.

Among the topics covered are:

- Step-by-step procedures to make your crop production more efficient
- Advice on managing employees, farm operations, and office systems
- Novel marketing strategies
- What to do with your profits: business spending, investing, and planning for retirement

You can find both resources at Chelsea Green Publishing.

Keep in mind that planting and sowing are just a part of extending the harvest for winter markets. Read on for additional resources to help pull the pieces together.

Additional Web link Resources for Extending the Season

Growing for Market

Planning for Opening Day

Extending the Gardening Season

Maine's Hoophouse Movement Expanding

Build it Solar

Storage and Temperature Tips

Now that you have decided to extend your growing season to provide for winter markets, you'll want to consider how you will store your produce. There are several economical choices available to you. Two of the most popular are root cellars and the CoolBot™.

Root Cellars

Maine enjoys the some of the oldest housing stock in the country with plenty of old earthen and stone basements that could be converted into root cellars. You may have access to one of these, or you may be able to build one in a newer basement or on your land. The definitive work on root cellars comes from Mike and Nancy Bubel in *Root Cellaring: Natural Cold Storage of Fruits and Vegetables* (Storey Publishing, 1979, 1991), yet there is a host of resources online. Simply do a search for "root cellar" or "cold storage" and you'll be on your way. You may come across Survival Spot Blog. This blog contains practical, inexpensive "Do it Yourself" projects relevant to anyone in the business of farming.

Dr. John Biernbaum of Michigan State University wrote Cold Cellars for Year-Round Local Food and Farming which covers these objectives:

- Identify individual and family goals for use of cold cellars or closets.
- Identify farm and local food system goals for use of cold cellars.
- Identify and review available educational sources.
- Identify which crops are suitable for cold storage cellars and what conditions are necessary.
- Identify methods and costs of construction and sources of funding for cold cellars.
- Determine what necessary educational resources are needed, what information is not available and needs to be either searched out or discovered through research.[1]

[1] http://www.msue.msu.edu/objects/content_revision/download.cfm/item_id.521410/workspace_id.26785/Root%20Cellars%20on%20the%20Small%20Farm.pdf/

Dr. Biernbaum will tell you the three most important factors to keep in mind when considering a root cellar are:

- *Temperature* - The temperature needs to be actively monitored and managed and will vary with the quantity of produce in the space.

- *Humidity* - Most root and leafy crops will store best at high humidity (+80%) or moisture levels. Root crops like carrots need to be stored in some moist medium to maintain quality. Some crops like onion, garlic and winter squash store better at low humidity level (less than 60%). Moisture may need to be added by wetting the floor or walls with water depending on the construction methods.

- *Ventilation* - Reasons for ventilation include: 1) removal of heat of respiration, 2) replenishing the oxygen supply, 3) removing volatile compounds from the produce that may affect flavor or sprouting like ethylene. The greater the density or amount of produce in the space, the more ventilation is needed. Ventilation or air tubes need to be planned prior to construction and placed during construction.

John's paper is a one stop resource on root cellars covering the concepts of root cellars, construction, storage conditions, crops, containers and combinations of ways to use the cellars.

Cornell University is another resource not to be missed. The fact sheet, Storage Guidelines for Fruits & Vegetables, has easy to read temperature storage charts for a variety of produce as well as packing tips. Table 1 is taken from the factsheet.

Table 1. Fruits & Vegetables that require cold, moist conditions

Vegetable	Temperature (Degrees F)	Relative Humidity (%)	Length of Storage
Asparagus	32-36	95	2-3 weeks
Apples	32	90	2-6 months
Beets	32	95	3-5 months
Broccoli	32	95	10-14 days
Brussels Sprouts	32	95	3-5 weeks
Cabbage, Early	32	95	3-6 weeks
Cabbage, Late	32	95	3-4 months
Cabbage, Chinese	32	95	1-2 months
Carrots, mature	32	95	4-5 months
Carrots, immature	32	95	4-6 weeks
Cauliflower	32	95	2-4 weeks
Celeriac	32	95	3-4 months
Celery	32	95	2-3 months
Collards	32	95	10-14 days
Corn, sweet	32	95	4-8 days
Endive, Escarole	32	95	2-3 weeks
Grapes	32	90	4-6 weeks
Kale	32	95	10-14 days

Table 1. Fruits & Vegetables that require cold, moist conditions

Vegetable	Temperature (Degrees F)	Relative Humidity (%)	Length of Storage
Leeks, green	32	95	1-3 months
Lettuce	32	95	2-3 weeks
Parsley	32	95	1-2 months
Parsnips	32	95	2-6 months
Pears	32	95	2-7 months
Peas, green	32	95	1-3 weeks
Potatoes, early	50	90	1-3 weeks
Potatoes, late	39	90	4-9 months
Radishes, spring	32	95	3-4 weeks
Radishes, winter	32	95	2-4 months
Rhubarb	32	95	2-4 weeks
Rutabagas	32	95	2-4 months
Spinach	32	95	10-14 days

*Storage Guidelines for Fruits & Vegetables from Cornell Cooperative Extension, Chemung County. More gardening information at www.gardening.cornell.edu.

Additional Web link Resources for Root Cellars

Root Cellars: Post Harvest Treatment and Low-Cost Storage of Produce

Low-Cost Multipurpose Minibuilding Made With Earthbags

Build a Root Cellar

CoolBots™ and the Cooler Solution

A CoolBot™ is as cool as its name. Here is where the future meets the past and where your Yankee ingenuity and spendthrift finds safe harbor. Invented by a New York farmer, Ron Khosla, "the CoolBot™ turns any brand of off-the-shelf, window-type air conditioning unit into a turbo-charged cooling machine. With it, you can transform a highly-insulated room into a walk-in cooler, keeping your vegetables fresh and thermostatically controlled cool down to 34° F!" [2]

But don't just take Ron's word for it. Check out what Phil Norris, writing for Maine Organic Farmers and Gardeners Association, had to say about it in his Article *The CoolBot: The Small Farmer's Answer to Cold Storage*.

The CoolBot™, pictured here, currently sells for $300 and according to the multitude of testimonies, it's worth every penny. The cost of the air conditioner and building materials are not included, but these can be had for approximately $2,000 or less.

[2] http://storeitcold.com/

You have probably built a great number of tools and machinery on your farm, so why not build a walk-in cooler? Gather your best friends and colleagues, put on a buffet and get to work. Ron Khosla urges us to remember a few things when constructing a cooler. Specifically:

- Cooler Placement and the Roof
- The Floor
- Insulation

See Ron's building suggestions on his webpage, Notes on How to Build Your Own Walk-In Cooler.

Ron is also good enough to offer tips on harvesting and storage. Whether you use the CoolBot™ system or not, this is no-nonsense advice from a farmer who has been there. See his webpage, Post Harvest Vegetable Care on the Farm.

Additional Web link Resources for Harvesting and Storage

The Agricultural Research Service - The Commercial Storage of Fruits, Vegetables, and Florist and Nursery Stocks

Cornell University Gardening

Processing and Value-Added

Let's just say it. Today's buyers are spoiled. We expect variety and convenience. What better way to extend the length of your sales season than by pickling that pumpkin or juicing the juniper? If that's not your talent, do you know a culinary maverick who would be willing to turn your overstock into something unique and lasting? Something people have not tasted yet but will not be able to live without?

Do-it-Yourself

Whether you want to start a full blown specialty food business or just legally sell some stellar jam or relish, connecting with Dr. Beth Calder, Assistant Professor for UMaine Cooperative Extension and the Department of Food Science & Human Nutrition, or Dr. Jason Bolton, Assistant Extension Professor for Food Safety. Either would be a great starting point.

Sarah Marble in Marble Family Farms' kitchen

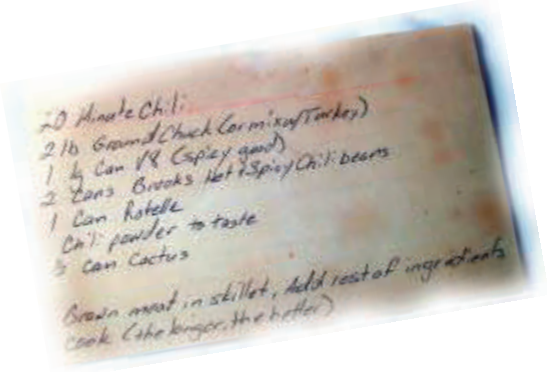
Dr. Calder and colleague, Professor Alfred Bushway, collaborated on *Bulletin #3101, Recipe to Market: How to Start a Specialty Food Business in Maine* which is a publication to answer the questions that are most frequently asked about starting a small food business in Maine. This bulletin includes information about who the "food processing authority" is in Maine, how to get licensed, where to get your food tested for licensing, co-packing facilities, commercial kitchens, food safety, finding a business counselor, etc.

In addition to the publication, Recipe to Market workshops can help you build the skills you need to start your food business. This 4 week (1 night per week) workshop series is offered in several counties in Maine per year. Beth Calder teams with a local UMaine Extension county educator and James McConnon, Extension Business and Economics Specialist, to offer a unique workshop to help you from the food to business aspects of starting a food business. Check the UMaine Extension calendar of events or contact your UMaine Extension county office for information about a workshop near you.

If a one-day workshop is all you need or you are a farmer thinking of producing value-added food products, you may want to attend MOFGA's Kitchen Licensing Workshop.

Another valuable resource found at the University of Maine at Orono is the Dr. Matthew Highlands Pilot Plant. The Dr. Matthew Highlands Pilot Plant is a state of the art facility committed to helping food processors, entrepreneurs, farmers, researchers and students in the food industry. Their equipment and services offer a variety of options for anyone seeking to expand product lines, create value added foods, solve issues in current food products, and scale up recipes for commercial production.

Coastal Farms and Foods in Belfast, Maine is the latest good thing to happen for entrepreneurial farmers. They are an incubator business providing a food processing infrastructure for berry growers, farmers, food processors and food entrepreneurs. They offer cold storage, IQF freezing, dry storage and food processing. Check them out. Theirs is a great story.



Co-packing and Commercial Kitchens

There are several co-packers in Maine. Cornell University's Northeast Center for Food Entrepreneurship maintains a list of shared-use & commercial kitchens and small co-packers in Maine.
See page 32 for a listing of Co-packing and Commercial Kitchens.

Another option for locating a licensed space would be to contact a local restaurant, school, or inn to see if it might be possible to rent their commercial facility during times when their kitchen isn't being used. There are shared-use kitchens being developed across Maine, in areas including Saco, Bucksport, Farmington, Eastport, and Unity.

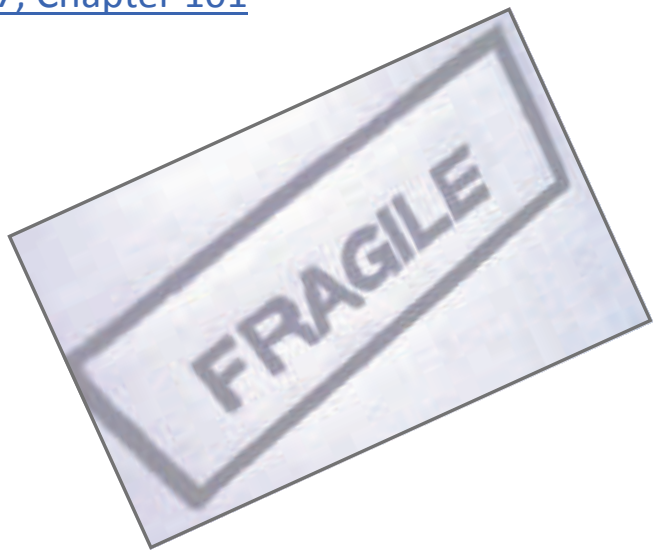
Licensing and Packaging

Be prepared to decide if you will be selling your products in-state only or across state lines. In either case, you will need to be licensed and provided appropriate packaging. Be vigilant! Laws change, meaning requirements change. Your best bet is to check regularly and be involved with other producer organizations. The Maine Department of Agriculture, Food and Rural Resources should be bookmarked on your browser.

For Maine state licensing go to: Maine Department of Agriculture's Quality Assurance and Regulations page

For Maine Food Laws go to: Maine Department of Agriculture's Statues and Rules Page

For Maine State packaging and labeling guidelines go to: Maine Department of Agriculture's Statues, Title 7, Chapter 101



Insurance

Insurance is one tool for managing risk. Insurance can be whatever you want it to be and there are plenty of agents who will work with you to create a unique policy. Here's where it could become overly complicated, but it doesn't have to be. The most important thing is to make sure you find an agent who knows about the business of farming. Other farmers you know may be able to recommend an agent. Many farmers already have property insurance, some add business insurance and still others add product liability insurance. Some farmers markets have a policy to cover you while you are at the market, Commercial General Liability, and others require you have your own insurance, and further, dictate which type.

Crop insurance may also be available for some of your products or your entire farming operation. The USDA's Risk Management Agency oversees the Federal Crop Insurance Program, which is a government-subsidized program made possible through the Farm Bill. Crop insurance may help you to manage the risks associated with producing and marketing your farm products and crops, from market fluctuation and dramatic shifts in prices to severe weather-related crop losses.

The University of Maine Cooperative Extension's Crop Insurance Education Program can help you to determine if crop insurance is a tool you would like to use in your risk management portfolio. You can find them online at www.umaine.edu/cropinsurance. There are fact sheets about all of the policies available in Maine, testimonials from farmers and service providers around the state and contact information for further information. You can also find a listing of agents who sell crop insurance in Maine.

The upshot is to first, acquaint yourself with the state's business insurance requirements (there are none in Maine, but the state does provide an easy to read brochure describing some of the more common types of farm insurance and pertinent terminology) and second, contact your insurance agent to discuss what type of insurance makes the most sense for you.

Go to the Maine Bureau of Insurance for the brochure, *Insuring Your Farm: Basic Property and Liability Coverage*.

Additional Web link Insurance Resources

Farm Family
Campbell Risk Management
Farm Bureau Financial Services

Financing

Ah, the bottom line... Depending on your needs and your love of or aversion to debt, there is some money out there for farmers. Check with your municipality. Some towns have low interest revolving loans for small businesses. There are the usual suspects - Farm Credit of Maine and commercial lenders at your local bank - and then there are some others of which you may not be aware:

The Carrot Project
Slow Money Maine
No Small Potatoes Investment Club
Coastal Enterprises Inc
Maine Department of Economic and Community Development
FAME - Finance Authority of Maine
United States Department of Agriculture

Business Counseling

And speaking of small businesses, do you have a business plan or have you seen a business counselor yet? Luckily there are more FREE business counselors in Maine than you can shake a stick at. "Why do I need one?" you ask. The simple answer is that farming is a business and should be treated like a business. If you have questions like, "How do I price my product? How much are my indirect costs? What *are* indirect costs? How do I make my farm profitable enough so I can quit my day job?" then you should see a business counselor. See page 34 for a list of agencies that offer free business counseling.

Section 2 - Is There a Market for This?

Finding an Existing Market

So you've gotten yourself sorted out with what you're going to produce, how you're going to store it and even how you will protect your investment and your customers. Now the question is where will I sell this fine fare?

Our question is, why recreate the wheel? Some might argue the wheel is unsatisfactory or that it is operating at capacity. Thankfully we have choices, including whether the market you join or create will be a traditional brick and mortar affair or if you would like to venture into the digital world of virtual markets. Joining an existing winter market would undoubtedly be easier than launching a new one, digital or otherwise, but you may not have access to a market in your area, or the existing market may be full and not accepting more vendors.

The first step if you would rather join an existing market, is to find one. Here are a few starting points:

Maine Federation of Farmers' Markets
Get Real Get Maine
MOFGA

Once you have found a market near you, contact the market manager. He or she will tell you about the market and how to apply or join.

Institutional Markets and Distributors

In general, when we talk about institutional markets and distributors we are talking about large wholesale buyers like hospitals, schools, nursing homes, restaurants, etc. They are not the easiest or most profitable markets to supply but with some leg work and persistence, and a business plan that determines these markets are worth your time and energy, they can be a consistent and reliable money maker.

Crown of Maine Organic Cooperative is considered a four season farmers' market, distributing to buying clubs and retailers when traditional farmers' markets are closed.

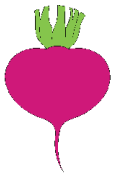
Start by locating prospective wholesale buyers in your area. Institutions will have a designated food service coordinator. Make an appointment to talk with this person to find out how they operate, how much local food they source and would like to source, and how you may fit into their system.

Institutional buyers, especially hospitals, nursing homes and schools, will require you to have a plan for safe food handling and insurance. It's a good idea to have these anyway – it just makes good business sense.

AgMatters LLC is your Maine resource for Good Agricultural Practices (GAP). Linda Titus can help you create a food safety plan and implement food handling procedures.

The Decision to go Digital: Online Markets

The Internet, love it or leave it, has become the most convenient marketplace to purchase just about anything you can imagine – including fresh local foods. In the last few years, several online farmers' markets and buying clubs have sprung up across the state. If you are interested in pursuing online sales, use the same principle mentioned earlier – joining is easier than creating. Is there an online farmers' markets or buying club operating in your area? Doing an Internet search is a good way to find out. Searching online will also give you a good idea of how well the market is doing promoting itself. If it pops right up after a simple search, then—SCORE! You've found yourself a decently marketed group.



Online markets are simply pre-ordering systems. The cool thing is they are:

- *Super convenient* – The market is open when customers can order, including in the middle of the night.
- *Time savers* - Busy families wanting local food can order online after the kids have gone to bed, or even at work during a lunch break. Busy farmers can spend more time on the farm and less at multiple farmers' markets.
- *Takes the guesswork out* – Customers know they will get what they ordered rather than rushing to get to the market before the lettuce, eggs, or favored multigrain dinner rolls are gone. Farmers know exactly how much is sold before it is even harvested.

When you are trying to decide whether to join or launch an online market, ask yourself whether you have the time, energy and/or inclination to spend a chunk of time at your computer – at least to start. You are looking at a slightly different type of relationship with your machine. Ordering systems vary, therefore your screen time commitment will vary.

Here are a few online ordering systems developed by your neighbors in Maine and New Hampshire. They offer technical support so you aren't left on your own.

Harvest to Market
Buyingclubsoftware.com
Farmdrop.org

Want to do it yourself? Check out: Shopify.

Starting a Farmers' Market

A comprehensive resource for farmers' markets is the Maine's Federation of Farmers' Markets (MFFM). MFFM will help provide answers specific to farmers' markets in Maine. In addition, the Down East Business Alliance, organizational founder of MFFM, holds an annual Farmers' Market Convention each winter. Here is an opportunity to meet and connect with other marketeers.

The University of Missouri Extension has a comprehensive guide to starting a farmers' market. It's worth looking over, since the process is not at simple as "build it and they will come." The guide follows a *frequently asked questions* format, provides brief answers to each question and then directs readers to free, online publications that answer the questions in more detail.

You will find answers to the following questions in the Missouri guide:

- What are some of the qualities of successful farmers' markets?
- Is starting a new farmers' market feasible?
- Who will sponsor the market?
- What is the purpose of the market?
- How do we draft the rules and regulations for our farmers' market?
- Should our market be a "producer-only" market, or should we allow vendors to sell products that are grown by others?
- Is it necessary to have a market manager?
- What are the laws or legal considerations of which farmers' market organizers or vendors should be aware of?

- What types of assistance are available for starting a farmers' market?
- What are farmers' market customers looking for?
- What attracts them to a market and keeps them coming back throughout the season and from year to year?
- What are some of the challenges of maintaining a viable farmers' market?
- How can we collect information from customers to evaluate the market's performance?
- How do we manage the day-to-day operations of the market?

Another national resource is the Farmers' Market Coalition's frequently asked questions for market managers. Also, marketumbrella.org has tools to help you evaluate and grow your market.

Community Supported Agriculture (CSAs)

Another opportunity to build your customer base and expand into winter markets comes in the form of Community Supported Agriculture. Have you considered offering a CSA?

In basic terms, CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production. Typically, members or "share-holders" of the farm or garden pledge in advance to cover the anticipated costs of the farm operation and farmer's salary. In return, they receive shares in the farm's bounty throughout the growing season, as well as satisfaction gained from reconnecting to the land and participating directly in food production. Members also share in the risks of farming, including poor harvests due to unfavorable weather or pests. By direct sales to community members, who have provided the farmer with working capital in advance, growers receive better prices for their crops, gain some financial security, and are relieved of much of the burden of marketing.[3]

[3] An EXCERPT from *Community Supported Agriculture (CSA): An Annotated Bibliography and Resource Guide.* Suzanne DeMuth, September 1993 (http://www.nal.usda.gov/afsic/pubs/csa/csadef.shtml)

The Maine Department of Agriculture, in partnership with other agencies and organizations, offers Maine Senior FarmShare. Each participating senior receives a share (worth $50) of produce during the growing season. Farms are prepaid in the spring for the produce they provide later in the season. To learn more about the program and how you might become a participating farm, see Get Real, Get Maine.

Getting the Word Out

All businesses need a marketing plan. What is your message, what is your product, who are you targeting with your message and product, and how do you plan to broadcast your message? There is no end to suggestions on how to approach marketing. The trick is finding a plan that will work for you.

Based in Deerfield, MA, Community Involved in Sustaining Agriculture (CISA) has a number of useful resources. Among their Basic Marketing resources list is the Marketing 101 Manual.

And remember those free business counselors? A business counselor will help you create a marketing plan and connect you with the resources to help you articulate your unique farm story. They can create a recognizable farm brand and help you identify where you'll get the most bang for your buck. Working with them is another good place to start. Not only do they have advice, they will know about local workshops and seminars. Other resources include your local Cooperative Extension office and of course, your very own computer and internet connection. Please see page 32 for a list of agencies that offer free business counseling.

Now that you have read, poked around and considered the myriad of resources presented , we hope you are closer to making the decision to extend or not to extend your market season. The next section is a more concentrated selection of resources.

"If you tickle the earth with a hoe she laughs with a harvest." - Douglas William Jerrold

PART II—Resources and Templates

Federal and Maine State Laws

When engaging any type of business one must adhere to both state and federal laws, but where to start? The good news is Maine is a small state whose civil servants are relatively accessible. Maine's government website isn't half bad either.

You might start your search at the Maine State Department of Agriculture's Quality Assurance and Regulation page. There you will find staff contacts, rules and laws, inspection information, licensing and permitting information and much more.

Depending on what type of business and sales you are planning, you may also need to cozy up to the USDA Regulations & Policies page.

If you would like to connect with other farmers and farmer advocates to ask questions and get referrals, try the Eat Maine Foods networking website and Maine Organic Farmers and Growers Associations networking website. You will create a username and login for each site, and then you will be able to ask questions, start a discussion or join a discussion. Nothing beats connecting with peers.

Business Resources

Working with a business counselor will save you time and money. A business counselor can guide you through writing a business plan and help you with your accounting, legal, marketing and financial questions.

As mentioned earlier, Maine has a wealth of free business services:

- Maine Small Business Development Centers
- SCORE (Senior Corp of Retired Executives)
- University of Maine Cooperative Extension
- USDA - Maine
- Maine Centers for Women, Work and Community
- Maine Economic and Community Development
- Down East Business Alliance
- The Carrot Project
- Coastal Enterprises Inc

The following is a list of Maine Co-packing and Commercial Kitchens.

G.M. Allen

PO Box 454
Blue Hill ME 04614
207-469-7060
207-469-2308
Cans & Frozen: Blueberries

A.M. Look Canning Co.

HC74, Box 165
Whiting ME 04691
207-259-3341
Cans & Glass
Beans, seafood, soups, chowders, Low acid

Coastal Farms and Food

248 Northport Avenue
Belfast, ME 04915
(207) 930-3575
Cold, Dry Storage, IQF freezing:
Tony Kelley 207-664-4380
tony@coastalfarmsandfood.com
Food Processing:
Jan Anderson 207-505-5710
jan@coastalfarmsandfood.com
www.coastalfarmsandfoods.com
Coastal Farms and Foods is an incubator business providing a food processing infrastructure for berry growers, farmers, food processors and food entrepreneurs!

Hockomock Bottling Company, Inc.

P.O. Box 180
Bremen, ME 04551
207-529-2240
suzie@tidewater.net
Contact Person: Suzie Barton
High acid foods
Cold and hot pack; Dry Mixes
Minimum: 100-150 gals.

Northern Girl, LLC

Limestone Kitchen:
26 Georgia Road
Limestone, ME 04750
Mailing Address:
PO Box 423
Caribou, ME 04736
207-325-2224
info@northerngirlmaine.com
www.northerngirlmaine.com
Co-packing and storage

Pemberton's Foods, Inc.

32 Lewiston Road Building 1B
P.O. Box 1405
Gray, ME 04039
207-657-6446
800-255-8401/207-657-6453 Fax
www.pembertonsgourmet.com
Contact: James A. Robbins
Small, specialty foods manufacturer and co-packer specializing in working with small producers and start-up companies and responding to the needs of the producer seeking broader distribution for their products. Production consulting services include UPC procurement, test batch preparation, shelf life testing, nutritional analysis, label consulting, and recipe scaling.

Portland Shellfish Co.

110 Dartmouth St.
So. Portland ME 04106
207-799-9290
207-799-7179
www.pshellfish.com
Refrigerated &
Frozen: seafood

Stonewall Kitchens

Natalie
2 Stonewall Lane
York, ME 03909
207-351-2713
207-351-2715 (f)
www.stonewallkitchen.com
Sauces, preserves

W.S. Wells & Son

PO Box 109
Wilton ME 04294
207-645-3393
Cans: Beans, greens

Templates and Surveys

What works for some may not work for others. Rather than us choosing a template for you, here are some template types and where you can find them.

Maine Federation of Farmers' Markets

Includes:

- Market Rules
- Market By-laws
- Meeting Process
- Vendor Application

Waldo County Cooperative Extension - Beginning Farmer Resources (worth looking at)

Includes:

- MYFARM_BUDGET_Template
- MYFARM Sales & Yields
- MYFARM Expenses & Income
- Vermont Direct Marketing Price Survey Project
- Pricing Resources

Farmers' Markets Coalition (You have to see this website to believe it)

Includes:

- Sample Feasibility Survey for Consumers
- Sample Feasibility Survey for Farmers
- Market Statistics Template

Cornell High Tunnels

Includes:

Budgets and Spreadsheets

University of Vermont Extension (Multiple Budgets)

Includes:

- Diversified Small Vegetable Planting and Harvesting Spreadsheet
- Field Map and CSA share plan
- Large-Scale CSA Whole Farm Budget
- Multiple Market Crop Sales & Production Spreadsheets
- Recordkeeping for Farmers' Market Production and Sales
- Recordkeeping for Wholesale and Retail Vegetable Farm

Annotated Bibliography

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