



Value Added Agriculture in Lake County: Food Processing

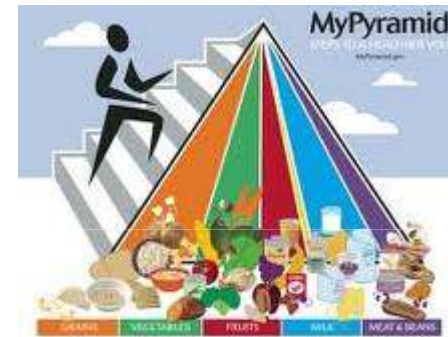
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Dept of Food Science, UC Davis

Growing Our Local Food Economy
Workshop ~ Oct. 21, 2010

My perspective

- As a community member
- As a consumer
- As a food scientist
- As an educator
- As a nutrition researcher
 - USDA Dietary Guidelines Project



What is Value Added Agriculture?

- Increase value to the customer
 - Who is the customer?
- Change form
 - Processing: drying, freezing, canning
- Change package
 - Single pack
- Change value
 - Energy, e.g., biofuels
- Change marketing
 - Distribution

The Food Chain



FARM

Harvest
Sort and Pack
Shipping
Processing

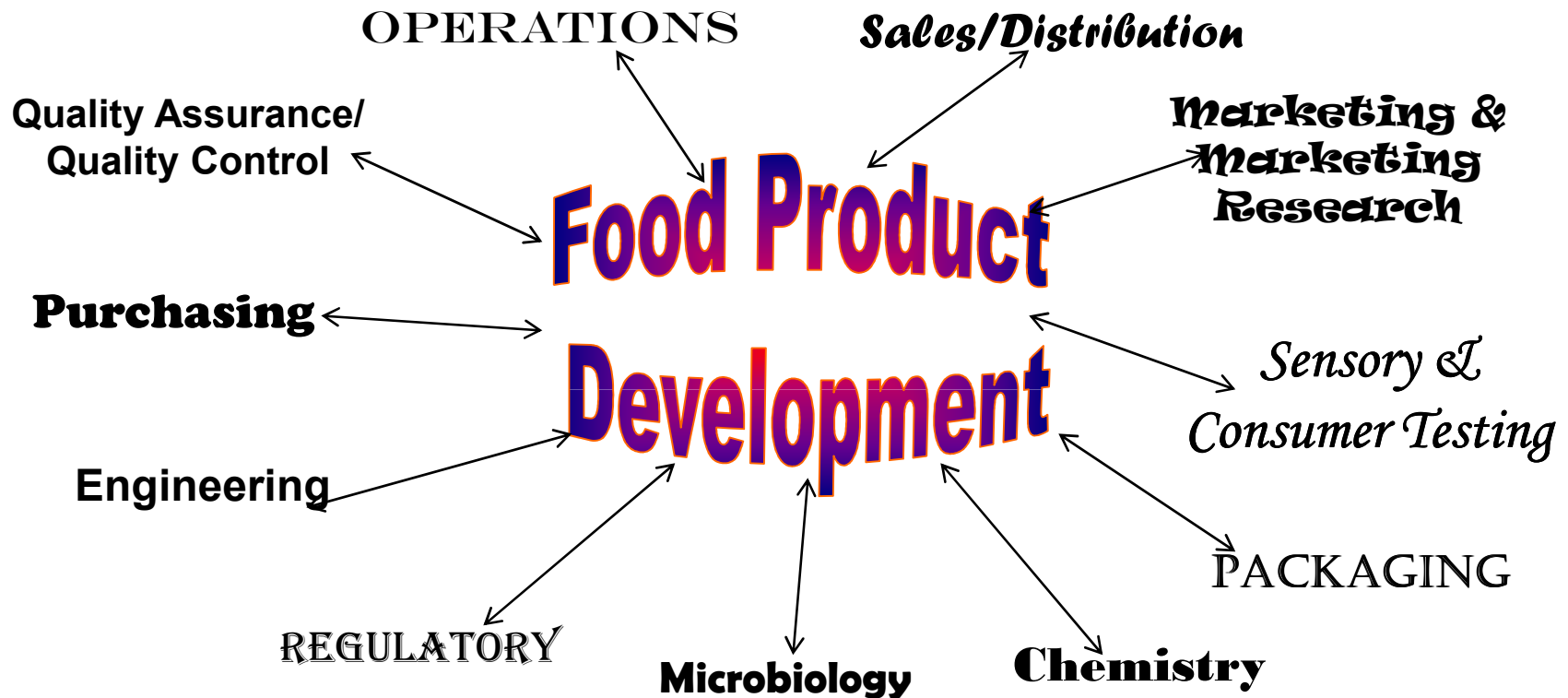


to



FORK

WHAT GOES INTO A FOOD PRODUCT?



Who Processes Food?

- Large Food Processors
- Small Food Processors
- Co-manufacturers
- Leased Commercial Kitchen
- Kitchen Incubators (part of business incubation)
- Community Kitchens
- Cooks at home

Challenges

- Money
- Knowledge and Experience
- Supply and Distribution
- Consumer Education
 - Quality
 - Cost

Changing behavior takes time
and practice (repetition)!

Ideas to Meet this Challenge



One Step at a Time

- Education & Exposure
 - Repeated
- Experience
 - Put your resources where your mouth is!
- Cooperation
 - Co-operation
- Patience
- Ideas!
 - Vending machine foods

THE LAVA CENTER LAKE ADDED VALUE AGRICULTURE



Dedicated to providing services and a facility to add value to the agricultural products of Lake County and surrounding areas.

Teo's Bistro

Your Opinions Please

- Prototypes or “Re-search”
 - “Grapesins”
 - Dried Fruit
 - Feedback please!
- Finished Products
 - Sample Mix It Up Berry
 - Creamy Fruit “Sorbet on a Stick” ~ SOS

Thanks Sky!

One Dollar of every SOS bar sold goes to the Hunger Task Force!