

About Virginia Berry Growers

- 51% grow more than one berry
- 78% are not highly experienced berry growers
- 47% unable to expand due to labor limitations

2008 Virginia Tech Study of 115 commercial berry operations in VA.

Monson, J. (2008). A market analysis for berry crops in Virginia. Retrieved from: http://scholar.lib.vt.edu/theses/available/etd-05132008-

114411/unrestricted/2008_05_13_Monson_Thesis_Final_Version.pdf





- 14% buy blackberries
- 18-20% buy raspberries
- 30% buy blueberries
- 70% buy strawberries

Fresh Fruit Portal (2013).



The Berry Lifestyle Consumer

- 15% buy weekly
- 27% of 24 or less age group buy more than once per week
- Healthy lifestyle segment
- Seek & Prefer Local, Organic Produce

Nielsen Perishables Group (2012).



Helping Growers See Opportunities

"To be profitable,
I take advantage
of fresh &
processed
market
opportunities &
trends."

Anne Geyer, Agriberry Owner



Learning Objectives

To inform small farmers on the following:

- Identifying Appropriate Market Outlets
- Imagining Value Added Products
- Increasing Consumer Product Use
- Fostering Local Partnerships
- •Ellwood Thompson's Market Opportunity





Fresh Berry Price Comparison

Direct Prices

- Farmer's Market
 - \$5 per pint
 - Buy 6 pints for \$24
- Grocery Retail (USDA)
 - RB-6oz.\$2.49-\$3.50;
 BB-6oz.\$2.50-\$2.99;
 SB-1lb.\$1.25-\$3.50;
 No BlkB noted.

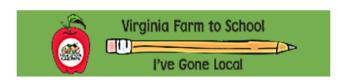
Wholesale Prices

- USDA Prices
- BB-12-1 pint, \$14-\$17;
 BlkB-12-6oz., \$22-\$24;
 RB-12-6oz, \$26-\$29;
 SB-8-1lb, \$15
- www.ams.usda.gov

See national grocery store retail prices at: http://www.ams.usda.gov/mnreports/fvwretail.pdf

	Production	Distribution Channel	Market Outlet	Examples
Marketing Options for Fresh Berries	For Self	None	None	Community Gardens
	For Others	Food bank, Shelters	None	Churches, Charities, Grow a Row
	For Small Markets	Direct	Farm stand, u-pick, farmers market, CSA, restaurants, small retailers, medium retailers Online coop, auctions, farm e-store	coopdirectory.org localharvest.org falllinefarms.com relayfoods.com thefarmtable.org vafinest.com
		Wholesale Distributor (micro, regional)	Small Retailers: Restaurants, food coops, independent grocers, schools, country stores	localfoodhub.org thefreshlink.com offthevinemarket.com
	For Medium Markets	Direct	Medium Retailers: Food coops, Restaurants, food coops, independent grocers, schools, institutions, regional supermarkets, natural food stores ellwoodthompsons.com wholefoods.com freshmarket.com iga.com VA farm to school	ellwoodthompsons.com
		Wholesale Distributor (micro, regional, national)		

http://www.vdacs.virginia.gov/marketing/farm.shtml





Virginia Farm to School Program Coordinator

Leanne DuBois P.O. Box 1163 Richmond VA 23218

Phone: 804.225.3663 or leanne.dubois@vdacs.virginia.gov

The Virginia Farm to School program is an effort to increase the amount of fresh and nutritious Virginia Grown products offered in schools and to promote opportunities for schools and local farmers to work together.

Schools
Farms
Distributors
Pregram Tools
Add or Update Your Listing
News and Events
Contact



Search by Company

Blue Ridge Produce
Coastal Farms
Dee and Dave's
Fall Line Farms, LLC
Local Food Hub

Loving's Produce, Inc.
Off the Vine Market
Produce Source Partners
Roanoke Fruit and Produce Company

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See List of Buyers Who Source Local Berries

Dee and Dave's

DEE AND DAVE'S

30683 Peachtree Avenue, Sedley, VA 23878

757.569.7500

E-mail: info@daveanddeesmushrooms.com.

Description: We can source a wide assortment of Virginia Grown produce from farms throughout Virginia.

Servicing Area: Tidewater and Central Virginia

Fall Line Farms, LLC

FALL LINE FARMS, LLC

Contact: Molly Harris

12506 River Road, Richmond, VA 23238

E-mail: chaoshob@comcast.net

Description: An on-line farm to family Co-op program designed to connect family owned and operated farms in the central Virginia area with customers in search of local food year round. Fall Line Farms represents more than 75 local farms and businesses serving the falls of the James region.

Servicing Area: Central Virginia

Local Food Hub

LOCAL FOOD HUB

Contact: Alan Moore

556 Dettor Road, Suite 108, Charlottesville, VA 22903

434.244.FARM (3276) Office: 434.286.2176 Н

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See List of Berry Farmers Selling to Schools

Search by Product

Apples

Ayers Orchard
Berrier Orchard
Fruit Hill Slices, LLC
Glaze, L.C, Fred, L.

Bérries

Ayers Orchard
BPG/The Greenery, Inc.
Field of Dreams Farm - Glen Allen
Gallmeyer Farms
Liberty Mills Farm, LLC
Manahoac Farm
Morning Glory Farm
Mt. Olympus Berry Farm

Other Fruit

Appalachian Sustainable Development
Ayers Orchard
Berrier Orchard
BPG/The Greenery, Inc.
Field of Dreams Farm - Glen Allen
Gallmeyer Farms
Manahoac Farm
Wayne's Produce Farm

Lettuce

Appalachian Sustainable Development BPG/The Greenery, Inc. Field of Dreams Farm - Glen Allen

Greenhouse Vegetables

BPG/The Greenery, Inc.
Portwood Gardens
Laughing Water Farm

Potatoes (Sweet, White, Other)

BPG/The Greenery, Inc. Morning Glory Farm Wayne's Produce Farm

Herbs

BPG/The Greenery, Inc. Trinity Church Farm Virginia Organic Coop Windmill Produce Farm

Meat

Brookview Farm

Davis Creek Farm Beef Co-Op

Laughing Water Farm

Papa Weaver's Pork, Inc.

Piney River Farms, LLC/Black Eagle Farm

Rider's Backfield Farm Beef

Virginia Organic Coop

Waverly Farms

Eggs

Morning Glory Farm
Piney River Farms, LLC/Black Eagle Farm
Waverly Farms

See List of Schools Buying From Local Farmers

Public Schools

Accomack County

Albemarle County

Alexandria, City

Alleghany County

Amherst County

Appomattox County

Arlington County

Augusta County

Bath County

Bedford County

Botetourt County

Brunswick County

Caroline County

Charlottesville City Schools

Chesapeake County

Cumberland County

Fairfax County **Fauguier County**

Franklin County

Floyd County

Goochland County

Greene County

Hanover County

Harrisonburg, City

Henrico County

Henry County

Highland County

Isle of Wight County

Louisa County

Madison County

Nelson County

Newport News

Norfolk, City

Orange County

Page County

Pittsylvania County

Portsmouth County

Prince Edward County

Prince William County

Rappahannock County

Richmond, City

Richmond County

Roanoke County

Rockbridge County

Shenandoah County

Virginia Beach, City

Williamsburg-James City County

Westmoreland County

Private Schools

Bent Mountain Christian Academy

Holy Cross Academy

Infinitee Day School

St. Catherine's School

Saint Patrick Catholic School The House of Restoration

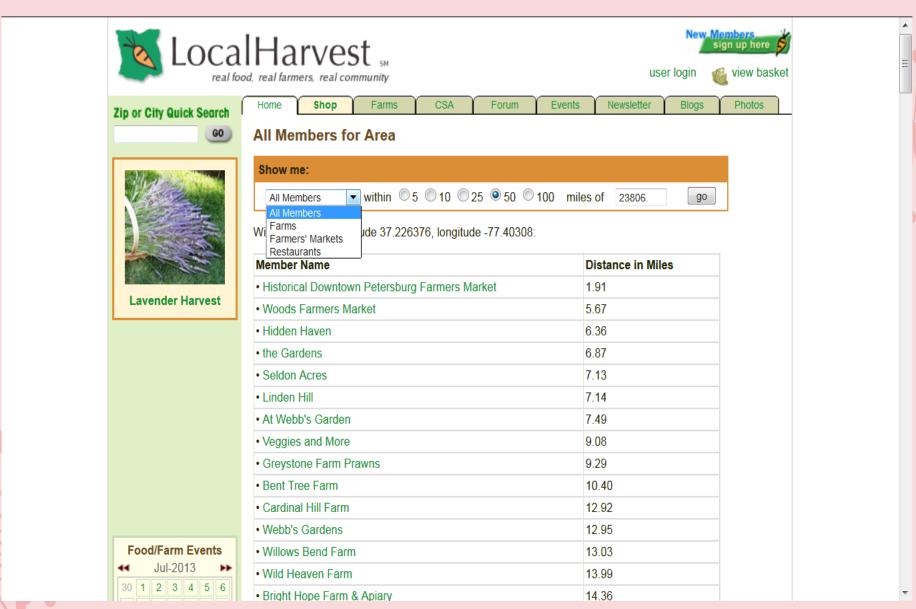
Colleges and Universities

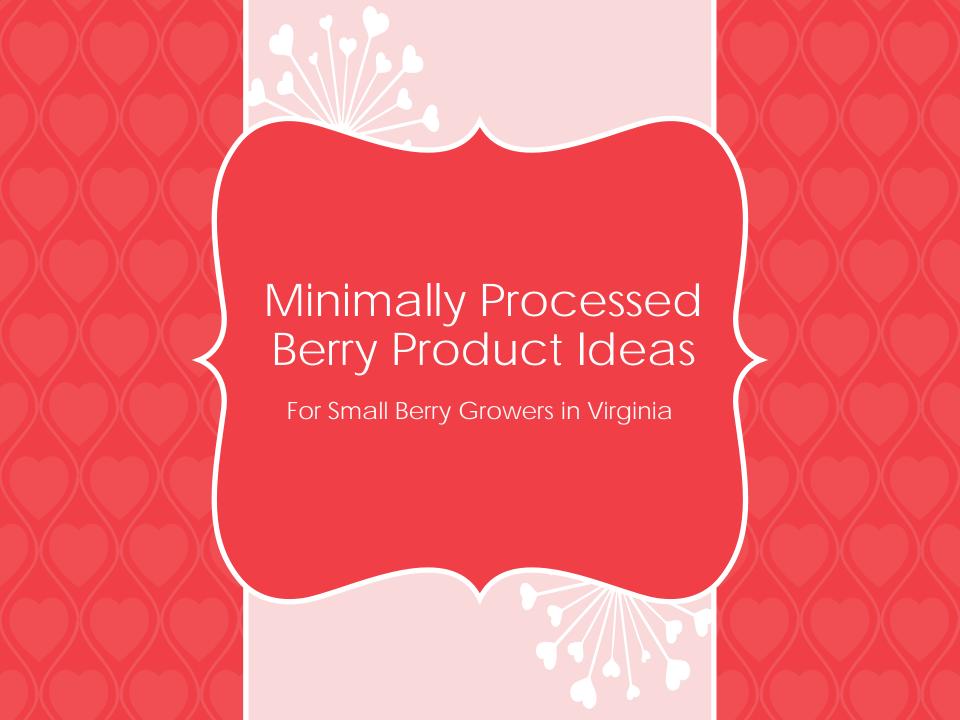
Hollins University Liberty University University of Virginia

http://www.vdacs.virginia.gov/vagrown/auctions.shtml



http://www.localharvest.org/inarea.jsp





Selling Live Berry Plants



\$65 for three blueberry plants potted together



\$64.99 Blueberry Pot 1-800-flowers



Potted Hanging Strawberry Pots for \$25 each

Consider Long Stem Cuts



\$6.99 lb or 48 for \$29.00 (60 cents each)



Consider Dried Berries

Tea Blends

Energy Bars

Granola Mix & Bars

Food Decoration

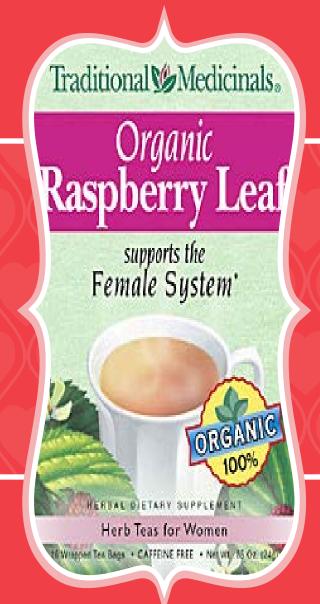
Baking Mixes & Baked Goods

Nut & Berry Blends



Considering Unique Food Products For Virginia Small Growers

Raspberry Leaf Tea \$5.25/16 bags





Make Berry Fruit Leathers \$2.00 each

Syrup, Jelly, Freezer Jam





Berry Lemonade \$4.00 each

Look for Local Food Processing

- Community Kitchens
- Commercial Kitchens for Rent
- Co-Packing
- Certifying Home Kitchen

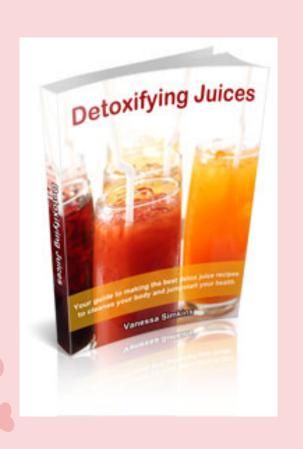






Encouraging More Sales through Idea Generation For Virginia Small Growers

Give Customers Ideas



Berry Detox Juice

2 cups strawberries2 cups blueberries1½ cups raspberries1 apple

Core the apple. Juice the strawberries, blueberries, apple and raspberries. Serve.





Acne Mask from Strawberries

Why it helps: Vitamin C, Salicylic acid, Fruit acids

¼ cup fresh organic strawberries¼ cup plain yogurt

How to Make: Mash organic fresh strawberries in a bowl, add yogurt. Mix well. Apply to face in thin layer. Leave on for 20 minutes. Wash off with warm water.



Photo Credit: http://s1.hubimg.com/u/8104080_f520.jpg

What do you do with a jar of Local Raspberry Jam?

Put 2-3 tablespoons in your fruit pies to thicken and sweeten instead of extra sugar or flour.

Add 2-3 tablespoons to a pan of boxed brownies before baking, run knife through the jam and batter (to marble), add 3 minutes to baking time.

Make a Brie cheese kiss, add chunk of Brie, tablespoon of raspberry jam, and wrap in pie crust dough. Cook according to pie crust directions, and eat. Can be stored in freezer.

Make a Nutella and raspberry jam sandwich, grill on panini. Tastes like a raspberry hazelnut truffle.

Mix PB, jam, yogurt, freeze for berry butter frozen yogurt treat



Cheese Balls With Strawberry Preserves

By kchristi on April 16, 2007

★★★★★ 1 Reviews

Prep Time: 15 mins | Total Time: 15 mins | Serves: 12, Yield: 1 ball

About This Recipe

'This recipe came from my mother. It was originally from an old church or community cookbook. Whenever she brings it to potlucks this is the first thing people ask her to bring."

Ingredients

- 1 lb grated sharp cheddar cheese
- 1 cup mayonnaise
- 1 cup chopped pecans
- 1 small onion, chopped
- 1 cup strawberry preserves

Cheese Balls With Strawberry Preserves

2 of 3

Directions

- 1. Combine cheese, pecans, mayonnaise, and onion.
- 2. Form into a one ball with a well or indentation in center.
- Place ball on serving plate and fill center with strawberry preserves.
- Serve with assorted grackers.



Recipe from: http://www.food.com



Think Fresh & New to Profit More

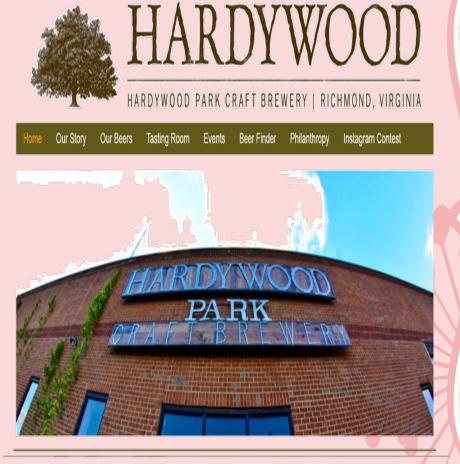
http://www.vdacs.virginia.gov/vagrown/specialty.shtml

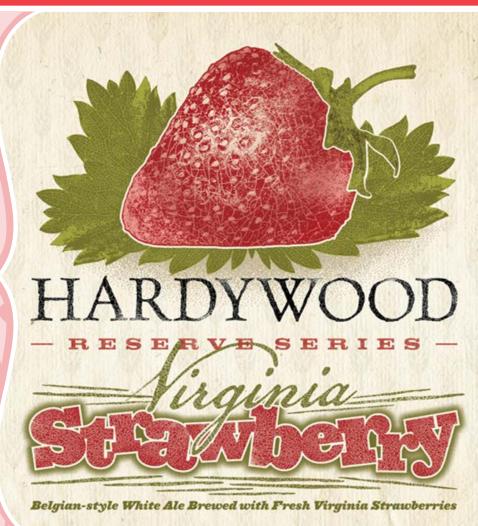
Take a Look
Around You.
Think of Ways
You Can
Connect with
Local Food
Businesses.



Partner with a Local Brewery

http://www.hardywood.com





Partner with Local Candy Shop

http://fruitbouquets.com/ & http://www.berries.com/



Fresh Blackberry Belgian Chocolates

24 for \$39.99



Fresh Dipped
Chocolate Strawberries
6 for \$19.99



Fresh Raspberry Belgian Chocolates 24 for \$39.99

Partner with Local Florists

http://www.ediblearrangements.com/



Berry Birthday Bouquet for \$59.00







Berry Love Bouquet for \$59.00

More Local Partnerships





Blueberry Stilton Cheese \$11.86 for 10 ounces

Berry Yogurt Pops \$3.00 each

More Local Partnerships

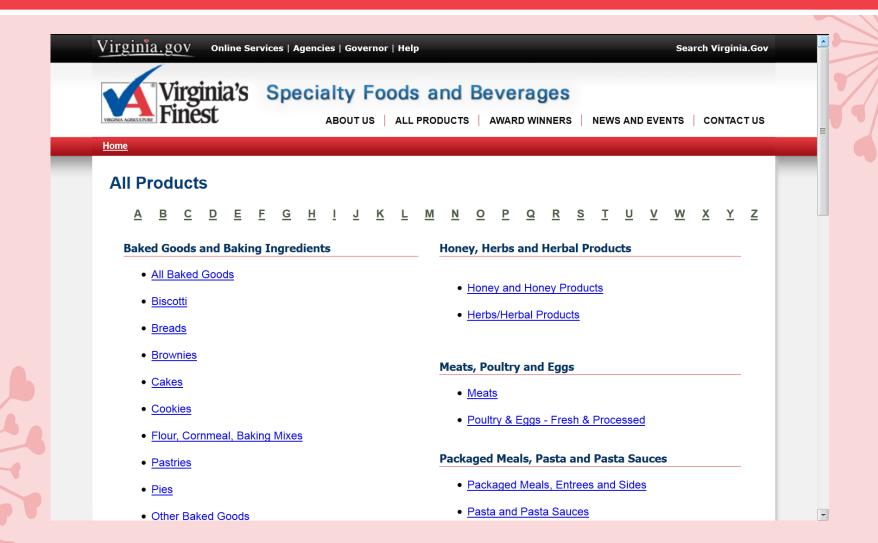


Berry Smoothie \$5.99 each

\$3.50 per serving

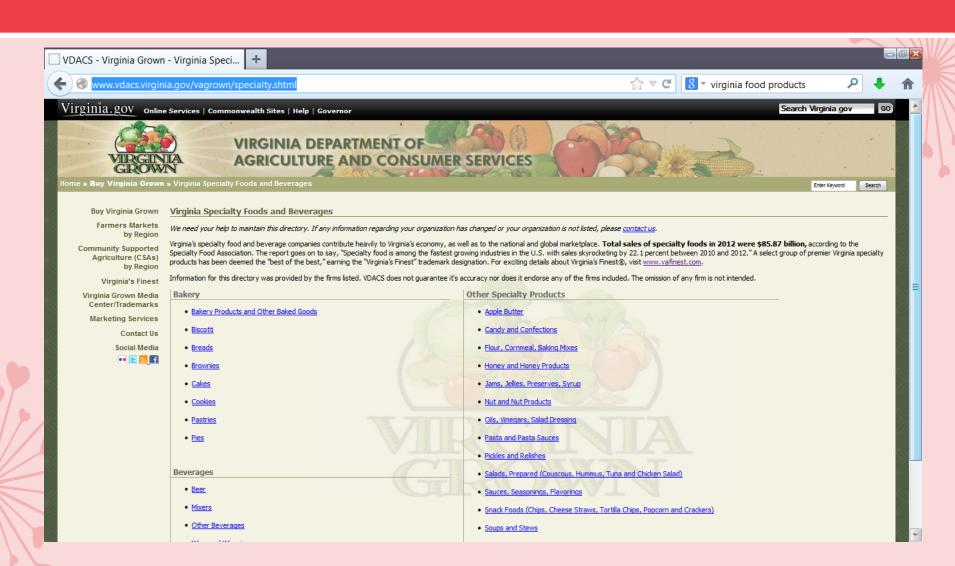
Search Virginia Finest Companies

http://www.vafinest.com/all-products.shtml



Virginia Food & Drink Companies

http://www.vdacs.virginia.gov/vagrown/specialty.shtml



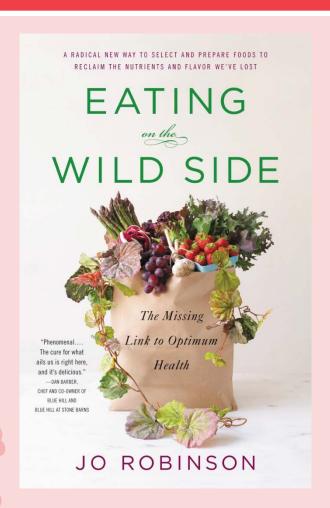


Introducing
Heather DeMascio
ET Produce Educator





What ET Wants (Heather Talks)







- High Antioxidants
- Organic
- Local 100 mi.

ET Grower Scales (Heather Talks)



LOCAL - GOOD

This refers to family-owned farms located within 100 miles of our store that use no spray or low spray. Farms that use spray are recorded in our records, including a list of what sprays they use.



LOCAL - BETTER

This refers to family-owned farms located within 100 miles of our store that practice organic and/or sustainable farming methods and natural (nonchemical) based fertilizers and insect control.



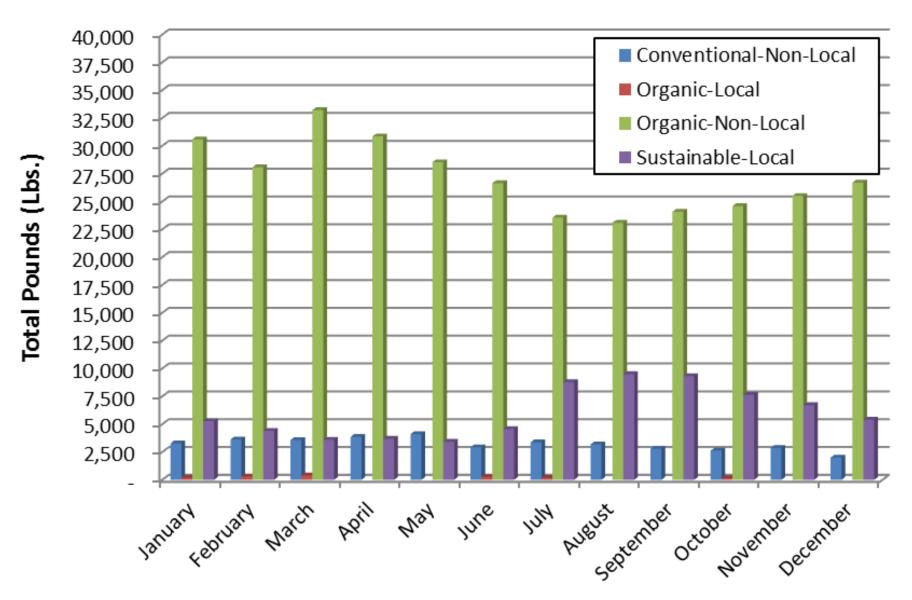
LOCAL - BEST

This refers to family-owned farms located within 100 miles of our store that are USDA Certified Organic or Certified Naturally Grown.



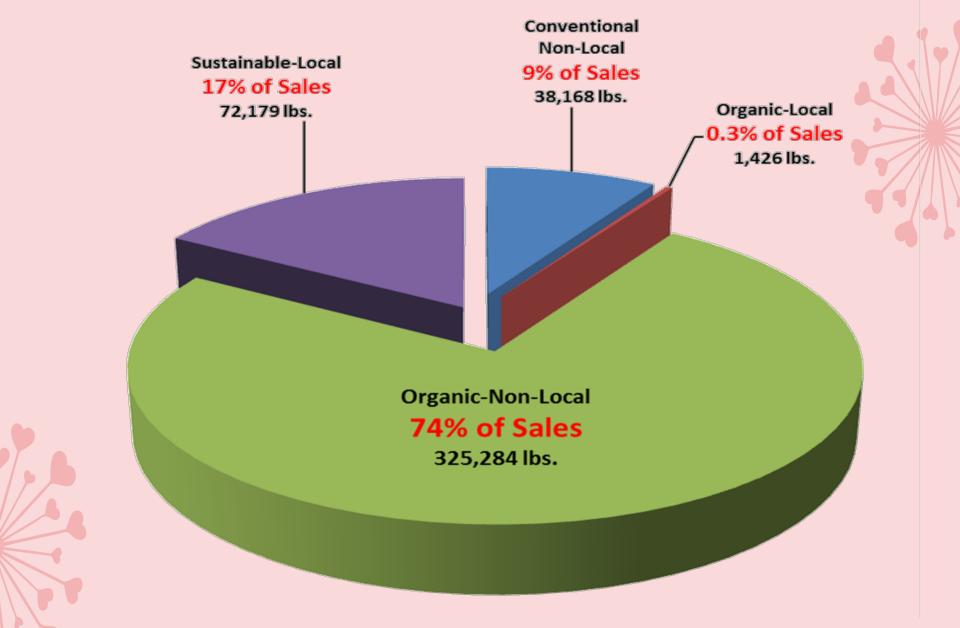


2013 ET Total Produce Movement



(Theresa talks)

2013 ET Produce Movement (% of Sales by Classification)



Local Acreage Needed (100 mile radius of ET)

Given: Total ET Mixed Produce Movement of 437,057 lbs.

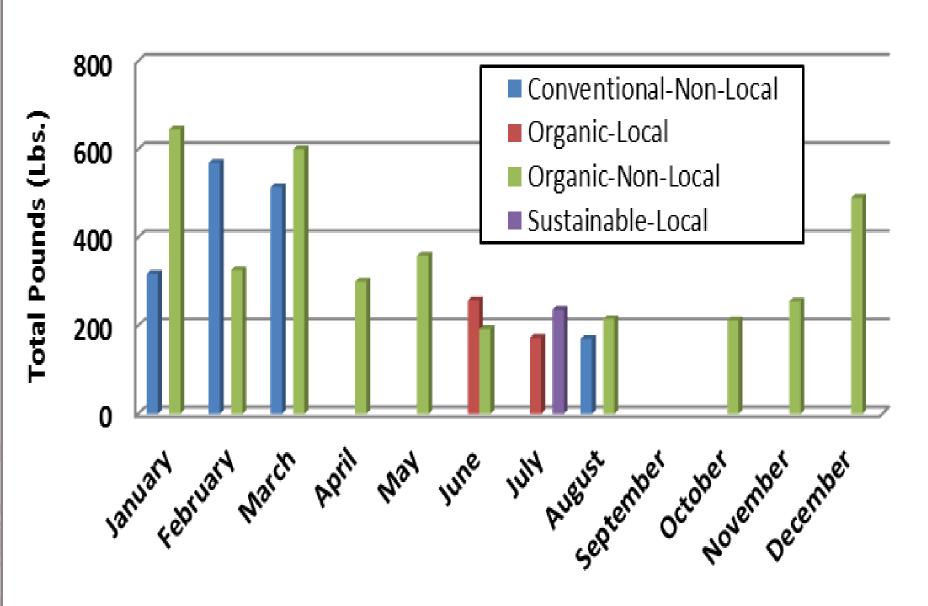
Assumption:

As a General Guideline, a Yield Expectation of •0.5 lb/square foot* is a realistic value for Mixed Stand, Small-Scale Agriculture

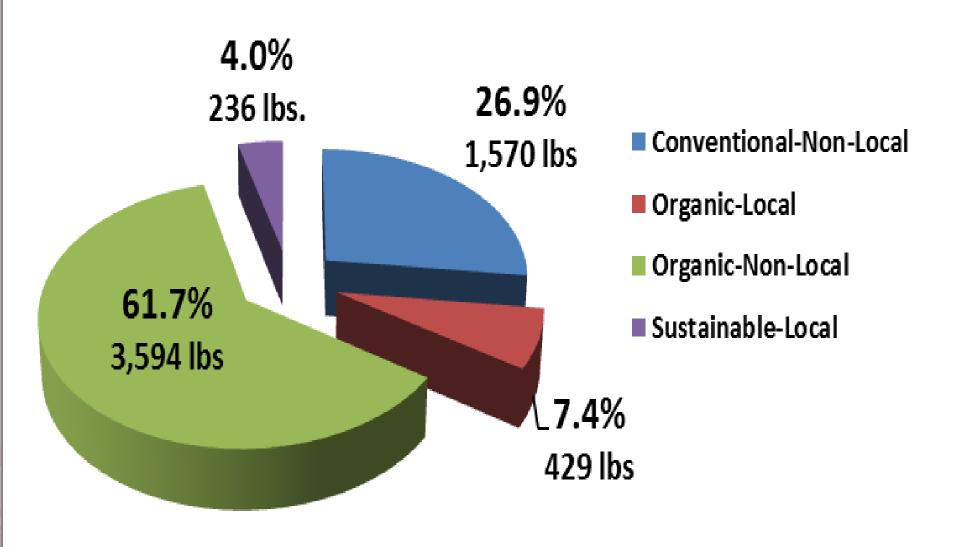
437,057 lbs purchased	1 square foot	= 874,114 square feet
	0.5 lbs	
874,114 square feet	1 acre	= 20.07 acres
	43,560 square feet	*20 1ac urban farms

Rutgers University. (2012). Yield Expectations for Mixed Stand, Small-Scale Agriculture. Retrieved from: http://njaes.rutgers.edu/pubs/urbanfringe/pdfs/urbanfringe-v07n01.pdf

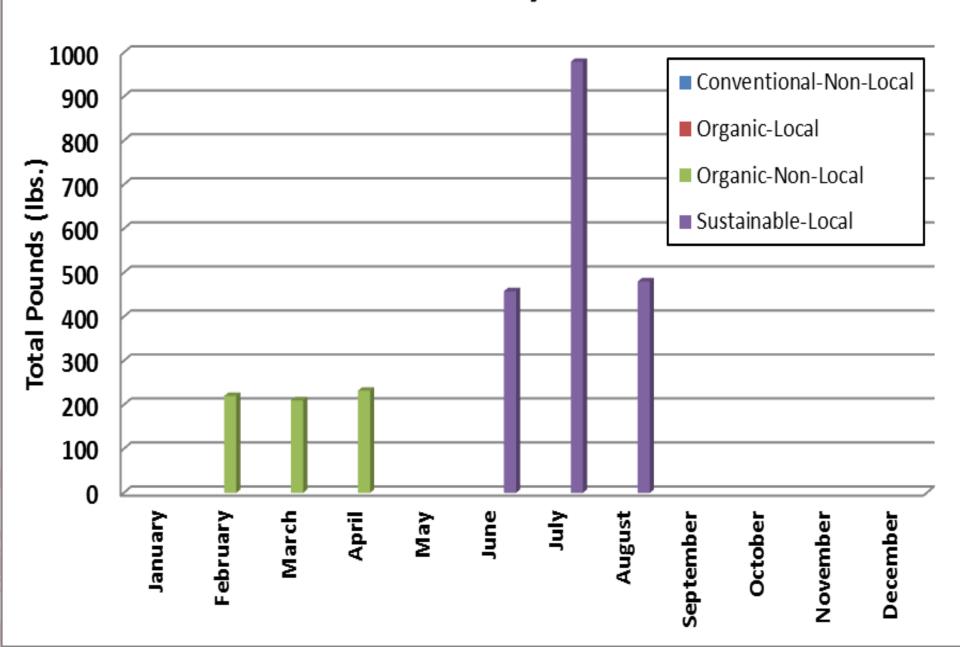
2013 ET Blueberry Movement



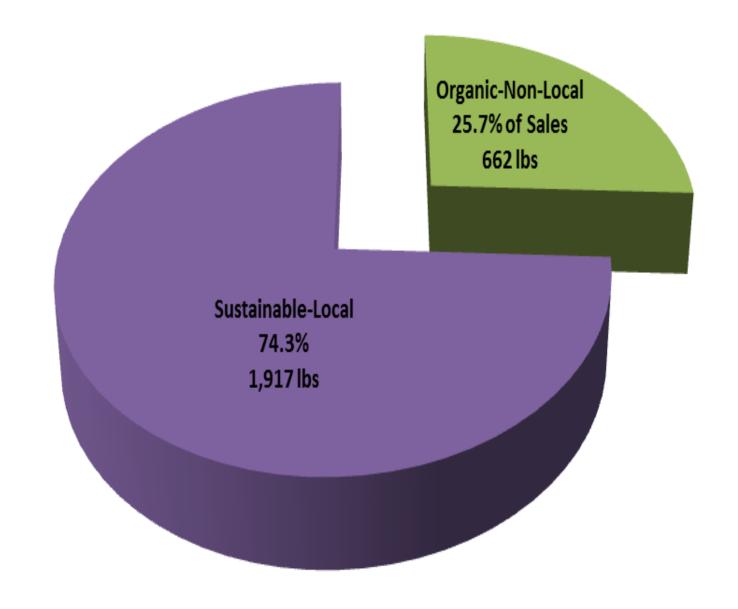
2013 ET Blueberry Movement by Classification



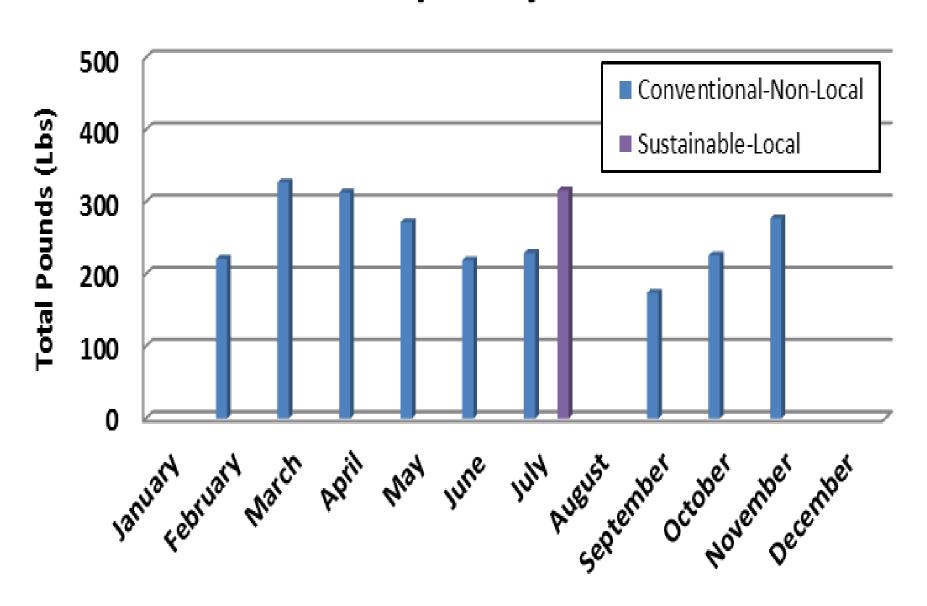
2013 ET Blackberry Movement



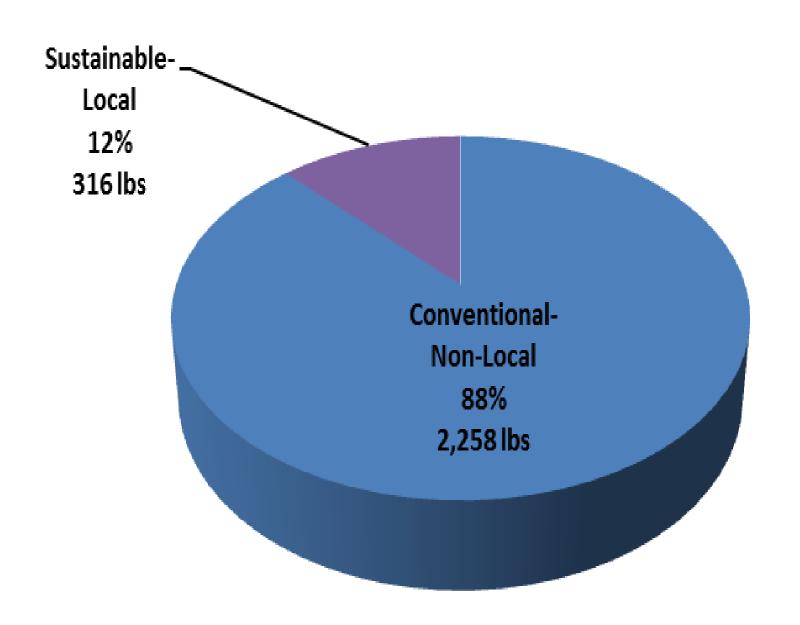
2013 ET Blackberry Movement by Classification



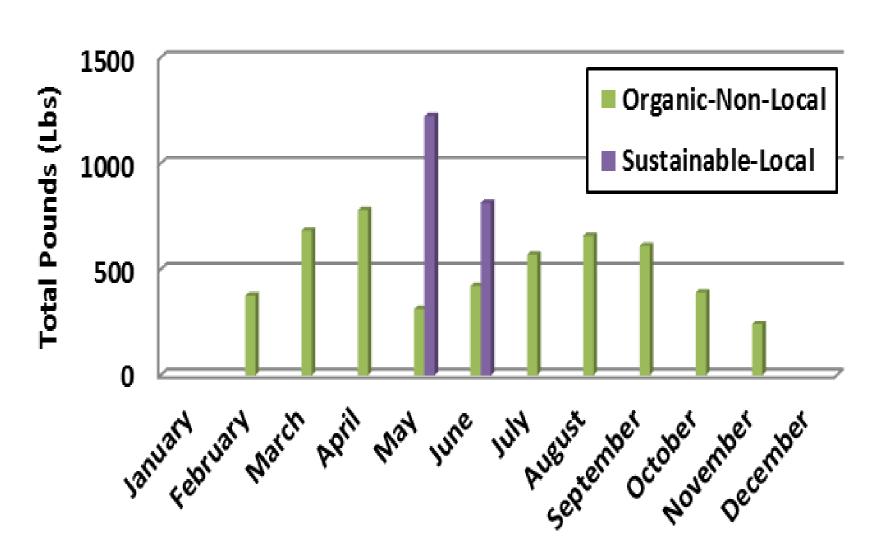
2013 ET Raspberry Movement



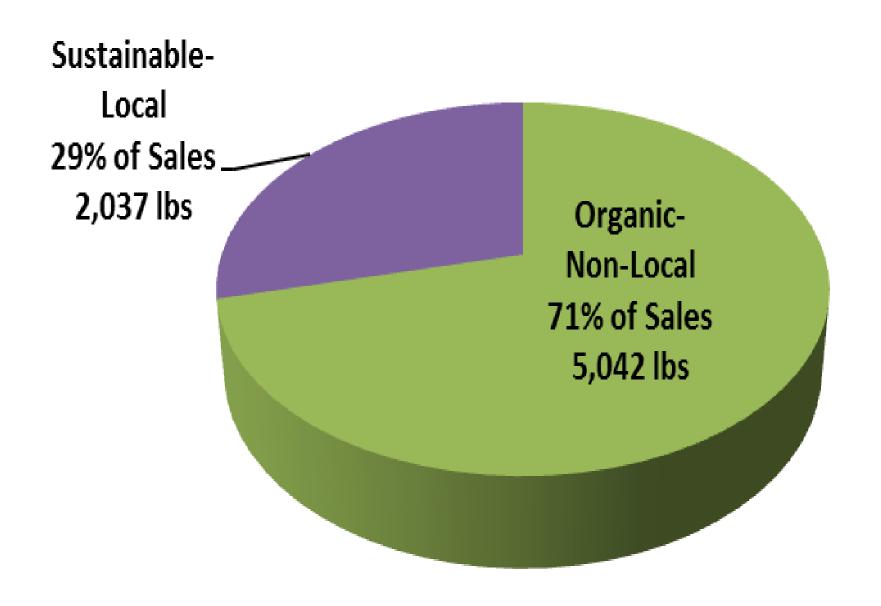
2013 Raspberry Movement by Classification



2013 ET Strawberry Movement



2013 ET Strawberry Movement by Classification



Value Added (Heather Talks)

- Juice Bar
- Deli Counter
- Hot Bar
- Sushi
- Frozen Section



VSU College of Agriculture &
Ellwood Thompson's
Food Hub
Program Application

Heather & Theresa

Inside Your Folder

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March 13, 2014			4	N Thom	pson St, Richm	nond, VA 23	221	
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2014 ET FOOD HUE	FARMER APPLICAT	ION (Your Inf	ormation	is Confi	dential, Keep	Copy of yo	our Submitte	d Application
Applicant Name								
Farm Name								
Farm Address				City			Zip Code	
Mailing Address				City			Zip Code	
Cell Phone								
Home Phone								
Email								
Website								
Alternate Contact			Phone			Email		
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	Tunnel Production							

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	Dry				
	Refrigeration		<u> </u>		
	Freeze				
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broccoli	daikon	looks	rutabagas	toma	
	dry bosns	lettuce	salad grooms		
burdeck	cdamamo	mushrooms	shallots spinach	turni	
cabbagc carots	opplant galic	musterd grooms	1 summer squ		
cauliflower	groon boans	onions	winter squar		z, list below:
		_			
	g fruits do you grow	? (Please check below)			
apples	boysonboxics		papaya	plun	
Aronia bonics	cantaloupes	_	passion frui		
Asian poars	chomics	Marion bonics	poscho	strav	
blackborries blueborries	figs grapes	molons noctarinos	posimmon	wets	molons r, list below
BIUGBONG	Paper	necannes	posimmon		2, 1111 DOGW
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Conventionally Grown Codified Organically G					
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Cottlied Good Agricul Cottlied Naturally Gro	tural Practices-SAP (Attacl wo (Attach Codificate)	Coundid)			
Other, Describe below					
	-				
eck below, if applic	-M-				





Summary

By end of presentation, small farmers are able to:

- Identify Appropriate Market Outlets
- Imagine Value Added Products
- Increase Consumer Product Use
- Foster Local Partnerships
- Consider ET Market Opportunity





http://tinyurl.com/Dr-TheresaNartea-VSU

Thank You For Your Time.



Dr. Theresa Nartea 804.524.5491 <u>tnartea@vsu.edu</u>

Heather DeMascio 804.359.7525 hdemascio@ellwoodthompsons.com

