

GLOSSARY OF TERMS USED IN DIRECTORY

The following are brief definitions of terms used in throughout the Directory. For further information, please see the website links.

Buy Direct (From Farm): Food is purchased directly from a farmer, not a distributor or broker. (www.extension.org/article/18376)

Certified Organic: Product has been grown by a farmer who holds organic certification from an accredited certifying agency. (www.ams.usda.gov/AMSV1.0/NOP)

EU Organic Certification: Farmers who hold EU certification sell product that has been evaluated to comply with the European Organic Standards (EC 2092/91). (www.tilth.org/certification/standards-1/eu-program-general-information-and-faqs)

GAP/GHP: Good Agricultural Practices (GAP) or Good Handling Practices (GHP) certify that a farm minimizes microbial contamination in the production or handling of fresh fruits, vegetables, and tree nuts. To be certified, a farmer must comply with these specified practices and undergo an audit by a USDA or State agency to verify proper on-farm practices. (www.mda.state.mn.us/licensing/inspections/fruit-veg-insp.aspx)

Grown in Minnesota: Product is grown or raised within the state of Minnesota.

JAS Certification: JAS (Japanese Agriculture Standards) certification indicates that products were produced or manufactured in accordance with relevant organic JAS Standards and have been certified by registered JAS approved certifiers.

Inspected Facility (Meat, Fish & Poultry):

Federal inspection: Operators who wish to produce and sell their products in other states and/or for export to other countries must use a processor that is inspected by the United States Department of Agriculture (USDA) Food Safety and Inspection Service (FSIS).

State (Equal to) Inspection: Operators who wish to produce and sell their products only within the state can use a processor that is inspected by a state inspection program.

Liability Insurance: Insurance that pays on behalf of an insured person for loss due to negligence that is deemed the responsibility of the insured. Growers may carry various levels of liability insurance to cover suits arising from food poisoning or other outbreaks stemming from products grown on their farm. (http://www.nyfarmersmarket.com/pdf_files/newsletterfall06.pdf)

Licensed kitchen/copacker/cannery: Licensed and commercially equipped kitchen, copacker, or cannery that meets the requirements of Minnesota Food Code (Minnesota Rules, parts 4626.0450 – 4626.0505). Must be able to supply state or local food handler's license. Licensed processing establishments must submit to unannounced state and federal inspections of the building and grounds and meet specific codes relating to equipment, food handling practices, mechanicals, and cleanliness and hygiene. (<http://www.extension.umn.edu/distribution/businessmanagement/DF3220.html>)

Minimum Volume: The minimum volume for purchase in one transaction.

On-Farm Storage: Grain is stored on-farm prior to delivery for a specified period of time.

Point of Sale Materials: Materials (brochures, signs, recipes) that stores or restaurants can use to advertise, promote, or explain the product. Farmers can provide this information to store owners or operators to increase customer knowledge of the farm or product attributes.

Standardized Pack Sizes: Product comes packaged, bagged, or boxed in industry standard package quantities and methods. (<http://agmarketing.extension.psu.edu/Wholesale/ProdPkgGuide.html>)

Seasonal Commitment: Farmers are willing and able to sell product throughout the growing season in a consistent quantity.

UPC/Barcode Labeling: The Universal Product Code (UPC) is a 12 digit, all-numeric, machine readable code (bar code) that identifies a consumer package and allows scanners to read traceable product and price information from a food package.

SELLING TIPS

Approaching a buyer for the first time can be an intimidating experience. First impressions often mean the difference between “getting your foot in the door” or being turned away from a potential sale. What can you do or say to make a good first impression and cultivate a business relationship with organic buyers? We asked the buyers listed in this directory and here’s what they said:

When approaching a buyer for the first time:

- Provide a price list for all products (80% of food buyers recommended)
- Create a product availability list (79% of food buyers recommended)
- Provide a delivery schedule (66% of food buyers recommended)

Buyers’ other suggestions for establishing and maintaining good business relationships:

- Provide regular updates about product availability
- Do not simply “drop by” when cold calling—schedule an appointment
- Provide written invoice upon delivery of product
- Bring samples to first scheduled meeting
- Offer to conduct in-store demos for retail customers
- Ensure proper temperature-controlled handling and distribution
- Maintain regular product quality
- Be prepared with crop variety information
- Provide a range of price point suggestions
- Provide a product ingredient disclosure for non-food items
- In general, contact retailers in the morning, processors in the afternoon
- Communicate by telephone or email

For help getting started, see the “Resources” on page 75-76.

RESOURCES

Following is a brief listing of resources to help you get started producing, pricing, and marketing your organic products.

PUBLICATIONS

- Building a Sustainable Business: A Planning Guide for Farmers and Ranchers. Gigi DiGiacomo, Robert King and Dale Nordquist. USDA Sustainable Agriculture Network and the Minnesota Institute for Sustainable Agriculture (MISA). 2005.
- Directory of Minnesota Organic Farmers. MDA. www.mda.state.mn.us/food/organic. 651-201-6012.
- Local Food: Where to Find It, How to Buy It. Jane Grimsbo Jewett and Derrick Braaten. MISA. 2005. http://www.misa.umn.edu/Local_Food_Consumer.html. 612-625-8235.
- Marketing Local Food. Jane Grimsbo Jewett, Beth Nelson and Derrick Braaten. MISA. 2007. http://www.misa.umn.edu/Marketing_Local_Food2. 612-625-8235.
- Minnesota Grown Directory. MDA. www.minnesotagrown.com.
- Minnesota Guide to Organic Certification. Jim Riddle and Lisa Gulbranson. MISA. 2007. http://www.misa.umn.edu/organic_certification2.html. 612-625-8235.
- Organic Agricultural Products: Marketing and Trade Resources. Mark V. Gold. Alternative Farming Systems Information Center, ARS, USDA. January 2008. <http://www.nal.usda.gov/afsic/pubs/OAP/OAP.shtml>.

WEBSITES & LISTSERVS

- Direct Marketing Introduction for Organic Farms. Farm direct marketing involves selling a product from the farm directly to customers, including retailers. For farmers who have never marketed direct to retailers, this is a very useful site with many tips and resource links. <http://www.extension.org/article/18376>.
- eOrganic. eOrganic is a web community where organic agriculture practitioners, researchers, and educators network; exchange objective research- and experience-based information; learn together; and communicate regionally, nationally, and internationally. For more information visit http://www.extension.org/pages/Organic_Agriculture_is_brought_to_you_by_eOrganic.
- Food Safety: Providing Safe Locally-Grown Produce to Commercial Food Establishments and the General Public. This Minnesota Department of Agriculture website answers basic questions about approved sources and licensing requirements. For more information visit: <http://www.mda.state.mn.us/food/safety/providing-safe-produce.aspx>.
- How to Go Organic. This website is an online collection of existing resources for anyone exploring how to transition to organic. Sponsored by the Organic Trade Association. For more information visit: <http://www.howtogoorganic.com/>.
- Minnesota Organic Network. The Minnesota Organic Network is a group of people who are interested in working together to coordinate and support organic agriculture in Minnesota. The Minnesota Organic Network promotes information sharing and collaboration around emerging organic opportunities through a listserv. Anyone can join the network. For more information contact Helene Murray, Minnesota Institute for Sustainable Agriculture, 612-625-8235. <http://www.sfa-mn.org/organicnet/index.html>.
- Organic Center. The Organic Center compiles peer reviewed scientific information and communicates the verifiable benefits of organic farming and products to consumers and policy makers. For more information visit: <http://www.organic-center.org/about.mission.html>.
- Organic Ecology, University of Minnesota, Southwest Research and Outreach Center, <http://organicecology.umn.edu/>.
- Organic Trade Association (OTA). OTA is a membership-based business association that focuses on the organic business community in North America. OTA's mission is to promote and protect the growth of organic trade to benefit the environment, farmers, the public and the economy. <http://www.ota.com/index.html>.
- USDA Good Agricultural Practices (GAP)/Good Handling Practices (GHP) Audit Program. Minnesota is licensed under the USDA via a cooperative agreement to assist produce growers and dealers with the implementation of GAP/GHP standards. This program was established to ensure higher quality produce and fair trade within the industry. For more information visit: <http://www.mda.state.mn.us/licensing/inspections/fruit-veg-insp.aspx>

AGENCIES, ORGANIZATIONS, AND PROGRAMS

Minnesota Department of Agriculture (MDA). MDA offers organic information, educational events (such as the annual Minnesota Organic Conference), speakers, and other assistance and resources for many areas of organic agriculture including: production methods, transition, certification, and marketing. For more information call 651-201-6012 or visit their website: <http://www.mda.state.mn.us/food/organic/>.

Minnesota Grown Program (MDA). The Minnesota Grown Program offers the trademarked Minnesota Grown logo to identify and promote products grown or raised on Minnesota farms. In 2009, they introduced a new version of the Minnesota Grown logo for certified organic products. For more information contact Paul Hugunin at 651-201-6510 or online at www.minnesotagrown.com

The Minnesota Institute for Sustainable Agriculture (MISA). The Minnesota Institute for Sustainable Agriculture is a unique partnership between the College of Food, Agricultural and Natural Resource Sciences at the University of Minnesota; the Sustainers' Coalition, a group of individuals and non-profit organizations; and University of Minnesota Extension. The purpose of MISA is to bring together the diverse interests of the agricultural community with interests from across the University community in a cooperative effort to develop and promote sustainable agriculture in Minnesota and beyond. For more information contact MISA at 612-625-8235 or <http://www.misa.umn.edu>.

The Minnesota Organic Farmers' Information Exchange (MOFIE). MOFIE connects producers with experienced organic farmers to exchange information needed to farm organically and successfully. The program consists of a dynamic group of certified organic producers from all over the state of Minnesota. Their expertise covers many areas of organic production, including crop, beef, dairy, poultry, vegetable, fruit, maple syrup and flower production. Each mentor has generously agreed to answer questions through phone calls or emails. They are available to take calls from anyone interested in what they are doing on their farms. For more information contact Carmen Fernholz, University of Minnesota Southwest Research and Outreach Center, 320-212-3008 or fernholz@umn.edu.

National Organic Program (NOP). The National Organic Program (NOP)—administered by the USDA Agricultural Marketing Service—develops, implements, and administers national production, handling, and labeling standards for organic agricultural products. The NOP also accredits the certifying agents (foreign and domestic) who inspect organic production and handling operations to certify that they meet USDA standards. For more information, a list of standards, and a list of certifiers contact NOP at www.ams.usda.gov/nop/indexIE.htm.

PROFITABILITY & PRICE REPORTS

Organic Farm Performance in Minnesota Report. This report summarizes individual farm financial results for participants in the Minnesota Organic Farm Business Management Project. Whole farm information and enterprise costs and returns are reported. Minnesota Department of Agriculture. www.mda.state.mn.us/food/organic/bizmgt.asp.

Price reports available from USDA Agricultural Marketing Service (AMS)

Upper Midwest Organic Grain and Feedstuffs, www.ams.usda.gov/mnreports/nw_gr113.txt

Fruit and Vegetable Market News, www.marketnews.usda.gov/portal/fv

Organic Poultry and Eggs, www.ams.usda.gov/poultry/mncs/Organic.htm

MAIL-IN APPLICATION FOR INCLUSION IN NEXT PRINTING OF THE MINNESOTA DIRECTORY OF ORGANIC BUYERS

Interested in having your company listed in the next Minnesota Directory of Organic Buyers?
If so, complete the form below and mail to:

MISA
411 Borlaug Hall
1991 Upper Buford Circle
St. Paul, MN 55108
612-625-8235
www.misa.umn.edu

A Directory application will be mailed to you prior to the next round of publication. Thank You!

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Yes, I am interested in having our company listed in the next edition of the Minnesota Directory of Organic Buyers.
Please send us an application when available.

Company Name: _____

Company Contact (person making request): _____

Company Address: _____

Contact Telephone: _____

Contact Email: _____

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