

Dear Advisory Committee:

Thanks so much for your time and thoughtful feedback to the outline for ***Diversify Your Minnesota Farm Business Through Food Service: A How-to- Manual for Serving Food on Your Farm, from Farm-To-Table Dinners to Pizza Farms and More.*** Below is a recap of key comments that we will incorporate into the manual draft along with a slightly tweaked outline (not too many changes there on overall organization/topics).

Please let us know any additional thoughts to the outline as we move into the manual draft. Our next step is to send out the manual text draft for a review mid August.

We really appreciate all your enthusiasm and support of this project. We are together pioneering a new and needed resource by compiling this food service information in a farmer-friendly format that will help support farm business in Minnesota and beyond.

Kind Regards,
Jan Joannides, Renewing the Countryside
Rachel Armstrong, Farm Commons
Lisa Kivirist, Writer/JDI Enterprises, Inc.

Key Advisory Committee Comments from 7/11/14 call:

- Ensure manual is accessible and helpful to farmers with varying backgrounds and levels of interest and commitment. Stronger upfront coverage of private events, potlucks and other means that would not require a commercial kitchen investment. This would enable farmers to assess potential and practice before taking things to the next level. Aim to keep a balance between too much detail on some topics and too little on others. Will use checklists throughout the manual to help readers assess, evaluate and plan.
- The FAQ questions currently at the end (“Dispelling on-farm food service myths”) will be covered more specifically in Chapter 1 b. /Categories of On-Farm Food Service. Will include a chart that outlines options and directs readers to specific pages for more information (i.e., Hosting a potluck, dinner for CSA members/invite only, collaborating with a restaurant/chef, etc.).
- When describing varying regulations, include an understanding of the intent of the law and promote collaboration between farmers and inspectors/state agencies. Help readers understand the “why” behind the creation of these regulations, particularly with regards to food safety.
- Will look at inserting the four to six case studies throughout the manual instead of lumped together at the end to better illustrate the concepts discussed. Ideally the case studies will nicely tie-into and illustrate the topics discussed (i.e., a case study that does a great job marketing would be inserted into Chapter 5/Marketing the Farm Food Business).

- Include general tips and connection to other resources on overall food safety. Address what are the key issues that come in such food service situations related to food safety.
- In Chapter 2/Assessment, include resources on how farmers can tune up their food service skills for such a larger food business (i.e., cooking for a dinner party is a different skill than cooking for 100; how can one best prepare for this?). Also include basics of customer service.
- Also in Chapter 2/Assessment, include ideas on how to incorporate farm-raised product into menu planning.
- Will include hyperlinks to additional resources whenever possible (i.e., MN zoning code).