

UF/IFAS Extension

The Journey to Sustainability Begins with Education



COTTAGE FOODS 101

A Local Foods Enterprise Course

Part #2



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UF/IFAS Extension – Sarasota County

Course's Outline

Part # 1 (Review)

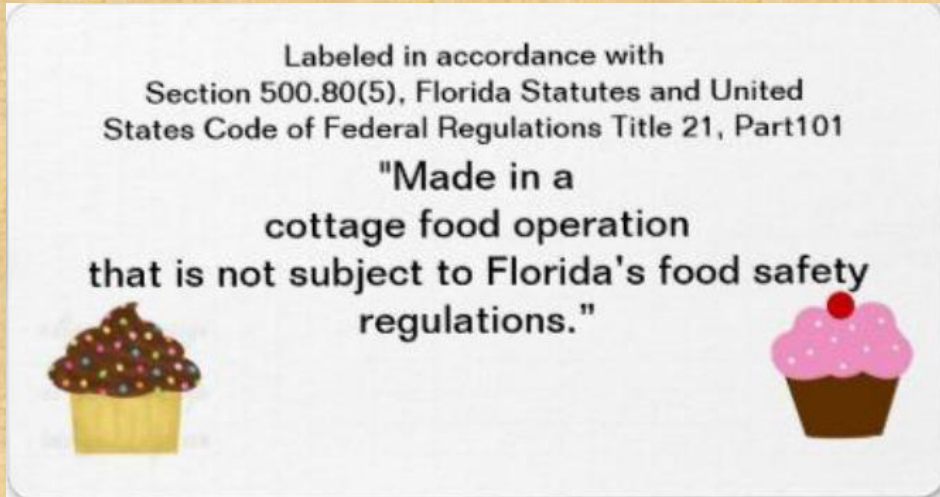
- Introduction & history of Cottage Food Laws in FL & U.S.
- Requirements of FL Cottage Foods Law
- Local foods availability for cottage foods enterprises
- Food safety for cottage foods production using canning and dehydration methods

Course's Outline

Part #2

- Labeling requirements
- Overview of food safety issues
- Food safety in the home kitchen
- Marketing plans and requirements
- Beyond Cottage Foods

FL Cottage Foods Labels Images



FL Cottage Foods Law Labeling Requirements

Florida Department of Agriculture and Consumer Services

Adam H. Putnam, Commissioner

Division of Food Safety

January 2013

Cottage Food Legislation Signed Into Law



The 2011 Florida Legislature enacted House Bill 7209 allowing individuals to manufacture, sell and store certain types of "cottage food" products in an unlicensed home kitchen.

Cottage food products include such items as breads, cakes, cookies, candies, jams, jellies, and fruit pies.

"Cottage food operations" as they are called require no license or permit from the Florida Department of Agriculture and Consumer Services (FDACS), and are



not inspected by any state government entity.

Gross sales for a cottage food operation must not exceed \$15,000 annually.

Products must be sold directly by the cottage food operator to the consumer. Sales by Internet, mail order, consignment or at wholesale are prohibited.

Cottage food products must be labeled in accordance with the requirements as outlined in Section 500.80(5), Florida Statutes, and United States Code of Federal Regulations Title 21, Part 101.

All cottage food products, offered for sale to the general public, must be labeled: "Made in a cottage food operation that is not subject to Florida's food safety regulations."

The FDACS may investigate any complaint received against a cottage food operation.

The Division of Food Safety is pleased to provide cottage food op-

erators with general and specific information contained in this document.

If you are a prospective cottage food operator, please take some time to review this guidance document so that you are better informed about cottage food operation requirements.



INSIDE

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Quick Reference Definitions

Cottage Food Operation means a person who produces or packages cottage food products at his or her residence and sells such products in accordance with Section 500.80, Florida Statutes.

Cottage Food Product means food that is not a potentially hazardous food as defined by FDACS rule which is sold by a cottage food operation in accordance with Section 500.80, Florida Statutes.

Residence is defined to mean a primary residence that is occupied by an individual who operates a cottage food operation and that contains a single kitchen with appliances designed for common residential usage. The residence may only contain one stove or oven, which may be a double oven designed for non-commercial use.

Potentially Hazardous Food means a food that requires time/temperature control for safety (TCS) to limit pathogenic microorganism growth or toxin formation; An animal food that is raw or heat-treated; a plant food that is heat treated or consists of raw seed sprouts, cut melons, cut leafy greens, cut tomatoes or mixtures of cut tomatoes that are not modified in a way so that they are unable to support pathogenic microorganism growth or toxin formation; or garlic-in-oil mixtures that are not modified in a way so that they are unable to support pathogenic microorganism growth or toxin formation.



FL Cottage Foods Law Labeling Requirements

and Consumer Services

Florida Labeling Requirements

The cottage food law requires specific labeling requirements for the sale of cottage food products.



A cottage food operation may only sell cottage food products which are prepackaged with a label affixed that contains the following information: (printed in English)

- The name and address of the cottage food operation;
- The name of the cottage food product;
- The ingredients of the cottage food product, in descending order of

predominance by weight;

- The net weight or net volume of the cottage food product;
- Allergen information as specified by federal labeling requirements;
- If any nutritional claim is made, appropriate nutritional information as specified by federal labeling requirements; and
- The following statement printed in at least 10-point type in a color that provides a clear contrast to the background label: "Made in a cottage food operation that is not subject to Florida's food safety regulations."

A sample is shown below and may assist with developing your cottage food product label.

MADE IN A COTTAGE FOOD OPERATION THAT IS NOT SUBJECT TO FLORIDA'S FOOD SAFETY REGULATIONS

Chocolate Chip Cookie

Ashley Christopher Bryant
1019 Food Safety Drive
Tallahassee, Florida 32399

Ingredients: Enriched flour (Wheat flour, niacin, reduced iron, thiamine, mononitrate, riboflavin and folic acid), butter (milk, salt), chocolate chips (sugar, chocolate liquor, cocoa butter, butterfat (milk), Soy lecithin as an emulsifier), walnuts, sugar, eggs, salt, artificial vanilla extract, baking soda.

Contains: wheat, eggs, milk, soy, walnuts

Net Wt. 3 oz

Federal Allergen Labeling Information

All cottage food products must be labeled in accordance with the United States Code of Federal Regulations Title 21, Part 101. As a cottage food operator, you must identify if any of your ingredients are made from one of the following food groups: eggs, milk, wheat, peanuts, soybeans, fish and tree nuts.

In the sample label (provided at left) possible allergens are identified as "Contains wheat, eggs, milk, soy and walnuts." This labeling allows consumers to avoid food which may be harmful to them.

To obtain additional information you may visit the following website which contains more information regarding federal allergen labeling information:

<http://www.fda.gov/Food/LabelingNutrition/FoodAllergensLabeling/GuidanceComplianceRegulatoryInformation/ucm106187.htm>

Cottage Food Inspections Know the Rules...



The FDACS may investigate any complaint received for a cottage food operation.

If your cottage food operation is the subject of a complaint, you must allow a FDACS employee or officer in your cottage food operation to conduct an inspection.

The FDACS employee or officer will inspect your cottage food operation to determine compliance with applicable laws, rules and regulations.

If you refuse to allow a FDACS employee or officer to inspect your cottage food operation, the FDACS may take disciplinary actions which may include a \$5,000 fine.

More information is available on page four of this publication.

FL Cottage Foods Label Requirements

- Name/Address of cottage operator
- Name of cottage food product
- Weight / Volume
- Ingredients list, descending order
- Allergen information
- Compliance statement

FL Cottage Foods Label Requirements

- Allergen information

milk, egg, fish, shellfish, tree nuts, wheat, peanuts, soybeans

- Compliance statement

Made in a cottage food operation that is not subject to Florida's food safety regulations.

- MUST be in 10 point font and clear contrast to the label background.

FL Cottage Foods Label Example

**MADE IN A COTTAGE FOOD OPERATION THAT
IS NOT SUBJECT TO FLORIDA'S FOOD SAFETY
REGULATIONS**

Chocolate Chip Cookie

Ashley Christopher Bryant
1019 Food Safety Drive
Tallahassee, Florida 32399

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Contains: wheat, eggs, milk, soy, walnuts

Net Wt. 3 oz

FL Cottage Foods Label Details

MADE IN A COTTAGE FOOD OPERATION THAT IS NOT SUBJECT TO FLORIDA'S FOOD SAFETY REGULATIONS

Compliance Statement

Chocolate Chip Cookie

Food Product Name

Ashley Christopher Bryant
1019 Food Safety Drive
Tallahassee, Florida 32399

Name/Address

Ingredients: Enriched flour (Wheat flour, niacin, reduced iron, thiamine, mononitrate, riboflavin and folic acid), butter (milk, salt), chocolate chips (sugar, chocolate liquor, cocoa butter, butterfat (milk), Soy lecithin as an emulsifier), walnuts, sugar, eggs, salt, artificial vanilla extract, baking soda.

Ingredients list, descending order

Contains: wheat, eggs, milk, soy, walnuts

Allergen Info

Net Wt. 3 oz

Weight/Volume

Where Do I Get Labels?

- **Labels:** <http://www.mavericklabel.com/>
- **Do-it-Yourself Nutritional Facts Panel (Inexpensive):**
<http://www.labelcalc.com/>
- **University of Georgia will develop your nutritional panel (\$150)**
<http://tinyurl.com/UGAlabel>

Value-Added Strategies for Cottage Foods Labels

Branding

“A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.”

Certification

“To confirm formally as true, accurate, or genuine. To guarantee as meeting a standard.”

Nutritious, Safe, Affordable

Label may display one or both of these items

Label Brands Examples



Certifications Examples



Naturally Raised Food

Third-Party Certification

Functions:

- **Standard Setting**
 - Specific quality levels, well-defined criteria and terminology
- **Testing/Inspection**
 - Objective verification of production practices, record-keeping requirements, quality standards, etc.
- **Provide Labels to Certified Producers**
- **Enforcement**
 - Continued testing & inspection
 - Fines/penalties for fraud

Types of Certifying Agencies

- **Government Agencies**

- FDA, USDA: FSIS, NRCS, AMS, etc.
- Majority of US consumers trust govt. certifiers (85%)
- Govt. accredits private and non-govt. organizations



- **Non-Government Organizations (NGOs)**

- World Wildlife Fund, The Food Alliance, Greenpeace, Organic Consumers Assoc., Certification Monitoring Network, Oregon Tilth

- **Private Companies**

- Quality Assurance International, Scientific Certification Systems (Nutriclean)



First-Party/Self Certification

- Direct claims made by a firm about its product
 - e.g., “Healthy,” “Homegrown,” “Nature’s Best,” “grass-fed,” “pasture-raised,” exempt organic producers (<\$5,000 in organic sales)
- Requires no generally accepted standards
- Firms are still held to “truth-in-labeling laws”
- Consumers may prefer first-party claims as personal relationships and trust develop over time

3rd Party Certification Example: Organic Foods Label

- Foods grown according to 2002 standards of USDA National Organic Program (USDA/NOP).
- Foods verified by a government-approved certifier that conducts on-farm & on-facility inspections.
- Companies that handle or process organic food must be certified, too.

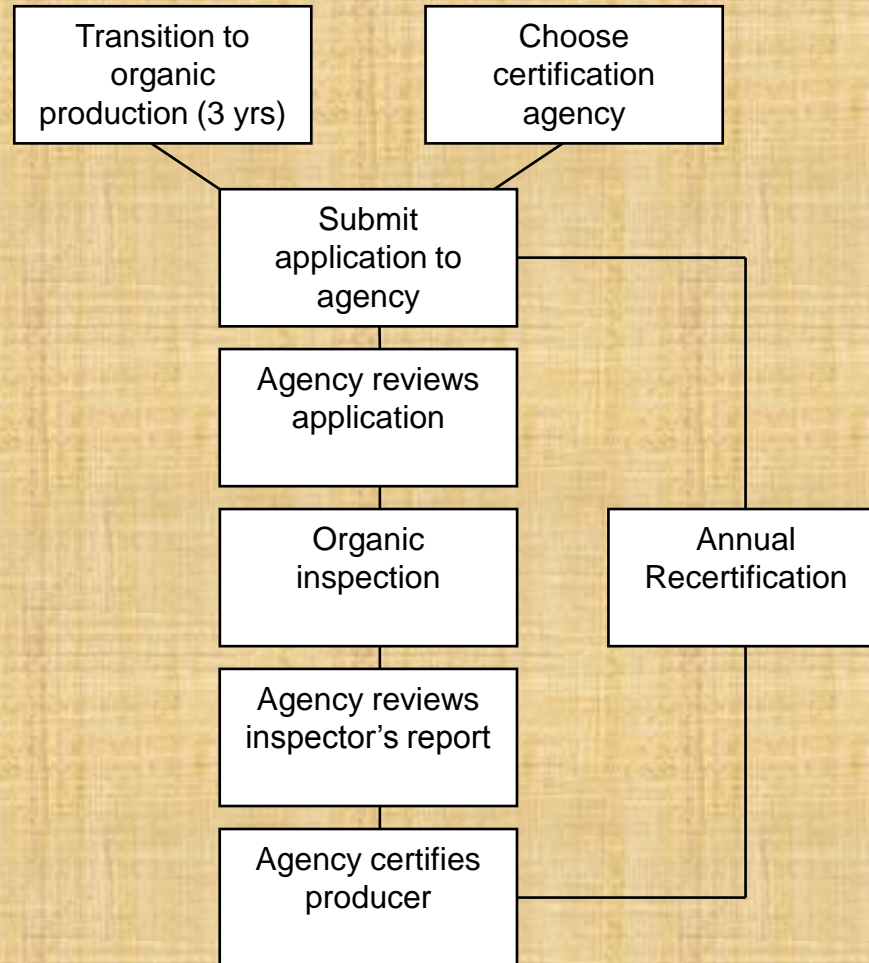


USDA/NOP LABEL

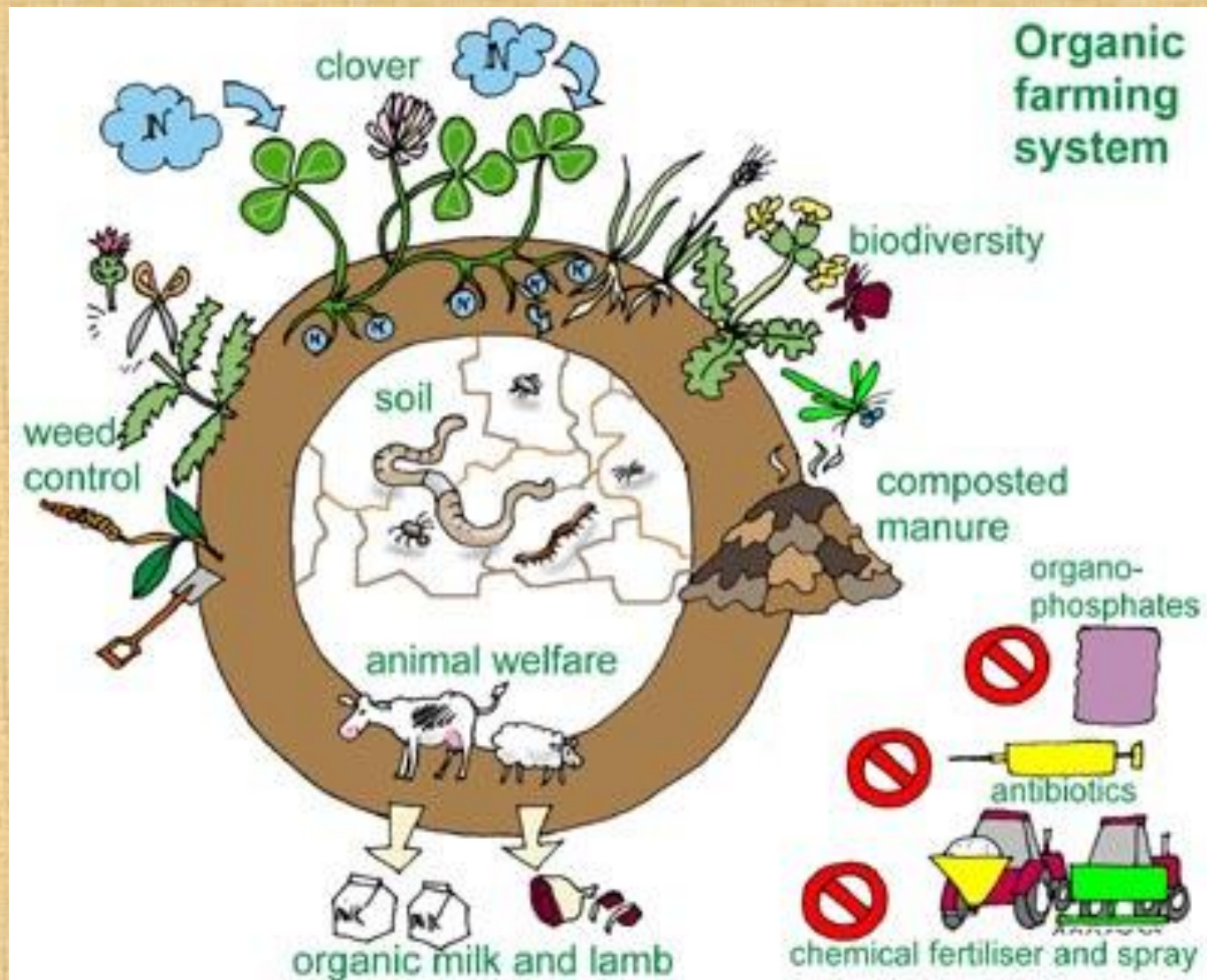


- USDA/NOP is a marketing program administered by the USDA/Agriculture Marketing Service (AMS) to assure consumers that agricultural products marketed as organic meet consistent, uniform standards.
- The USDA/NOP regulations do not address food safety or nutrition issues.

Organic Certification Process: How To Get Producers Certified



USDA/NOP Rule Overview



For details see <http://www.ams.usda.gov/AMSV1.0/nop>



Organic Certification Process: How To Get Processers Certified

Handling Standards

The handling standards require:

- All non-agricultural ingredients, whether synthetic or non-synthetic, must be included on the National List of Allowed Synthetic and Prohibited Non-Synthetic Substances.
- In a multi-ingredient product labeled as "organic," all agricultural ingredients must be organically produced, unless the ingredient(s) is not commercially available in organic form and listed on Section 205.606.
- Handlers must prevent the commingling of organic with non-organic products and protect organic products from contact with prohibited substances.

<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5101544>

<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELDEV3004445&acct=nopgeninfo>

Organic Foods Label Examples

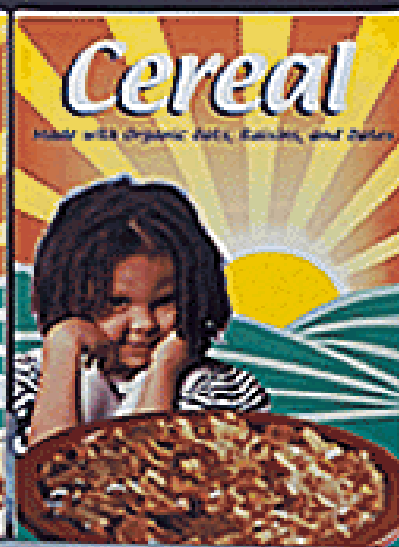
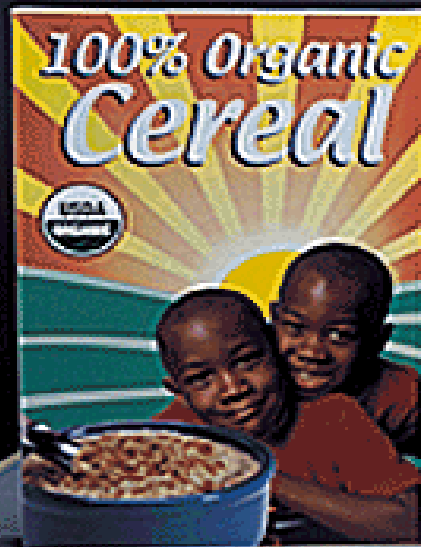
Products with multiple ingredients & differing percentages – use different label designations

100-95 %

95-70 %

Less than
70 %

None



Are There Exemptions for Organic Foods Certification?



- **YES !**
- Not required for farms and handling operations "whose gross annual income from organic sales totals \$5,000 or less annually."
- Intended to support beginning small farms & food processors, e.g., at direct retail markets like a farmers market
- Prohibits wholesale marketing and use of NOP label, however.
- Must follow the USDA/NOP Rule.

Sarasota Grown Label



- ❖ The *Fresh Sarasota*TM program of UF/IFAS Sarasota County Extension certifies locally-produced foods and agricultural products in Sarasota County. This certification and license agreement is for unprocessed & processed products.
- ❖ Use of such food ingredients in cottage foods could also include the certification in the food ingredients list.

For information contact Sarasota County Extension, 941.861.9900

Label Use of Name of the Local Farm Source of Foods Ingredients

- **Online guides and names of local farms**

- **Sarasota Co Extension Website**

<http://sarasota.extension.ufl.edu/>

- See the “Local & Organic Foods Guide of Farms & Markets in Greater Sarasota Area”
- Guide includes numerous web-based search engines for local and organic farms in greater Sarasota area, such as



<http://fl.marketmaker.uiuc.edu/>



<http://eatlocalguide.com/sarasota/>



Local Farm Guide

<http://onlinedigeditions.com/publication/?i=177929&p=37>



<http://www.localharvest.org/>

Marketing Venues for FL Cottage Foods

Approved

- ❖ Direct sales to consumer
- ❖ Farmers markets
- ❖ Roadside produce stands
- ❖ Internet advertizing
- ❖ Flea markets
- ❖ Home delivery
- ❖ Event delivery

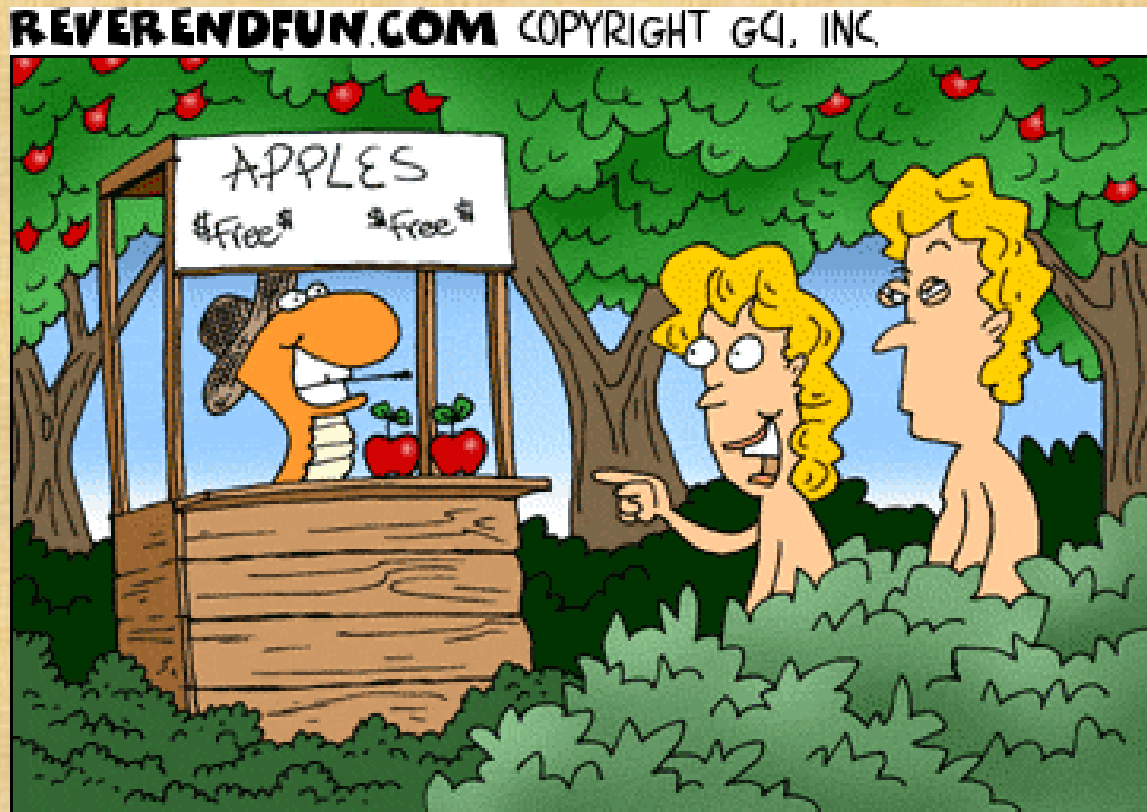
Not Approved

- ❖ Internet or mail order
- ❖ Wholesale
- ❖ Restaurant sales
- ❖ Consignment sales

Farmers Market

- Farmers markets can vary in many aspects:

- Location
- Facilities
- Volume size
- Types of vendors
- Bylaws



Thanks to K.C. Armogida (See Genesis 3)

08-30-2005

OH LOOK, ADAM ... A FARMER'S MARKET

Farmers Markets

✓ Farmers markets are similar in many aspects:

- Public space
- Increased food access
- Connection of rural to urban; producer to consumer; local, seasonal foods to consumers
- Increasing centerpiece of local economy and community development



Farmers Markets & Cottage Foods

- Farmers markets that welcome cottage food vendors:
 - Sarasota County
 - Venice
 - Englewood
 - North Port
 - Sarasota Swap Meet Flea Market & Farmers Market
 - Manatee County
 - Downtown Bradenton
- Farmers markets that don't allow cottage food vendors:
 - Sarasota County
 - Downtown Sarasota
 - Phillippi Farmhouse Market

Farmers Market Models

- As a food vendor you can select which farmers markets to sell at according to their organization and management structure.
- Organization options for farmers markets
 1. No organization among producers; farmers simply show up.
 2. An arrangement with the owner of a private business. In this instance, producers are tenants and the owner makes all the rules.
 3. Unofficial agreement among producers. The market is organized informally, but collects fees and uses guidelines. Producers are members of an “association” that is not legally organized or incorporated.
 4. Official agreement among producers. This type of organization is a legal entity having secure legal and tax status.

Farmers Market Food Vender Guidelines

- The more signage information the better.
 - Prices are the bare minimum for signage.
 - Go beyond the basics-- include serving and cooking instructions and any other explanations that may be useful (or just plain fun).
 - Write a description of your farm (location, acres, ownership, family history, crops, animals, climate, workers). Write a description of your methods of production.



Educational Signage Example

http://www.kyagr.com/consumer/documents/FT%20POSTER8-11.pdf

10 Good Reasons To Buy Locally Grown Food

- 1 **Locally grown food** tastes and looks better.
It was grown close to home and served at peak freshness. It came from down the road, not from across the country or overseas.
- 2 **Local food** supports local families.
When you buy Kentucky Proud food, you help local farm families make a living. Your business helps them pay the bills, put their kids through school, and stay on the farm.
- 3 **Local food** builds trust.
In these days of concern for food safety and homeland security, it's reassuring to look into the eyes of the person who grew your food and be able to drive past the field where it grew.
- 4 **Local food** shows you're Kentucky Proud.
Buying local food bearing the familiar Kentucky Proud logo gives this program more meaning. It encourages consumers to look for Kentucky Proud quality and businesses to supply it.
- 5 **Local food** preserves farmland.
When farmers get more money for their products, they are less likely to sell their land for development.
- 6 **Local food** keeps taxes down.
Several studies show that farms pay more in taxes than required in services, while most residential developments need more services than they pay for with their taxes.
- 7 **Local food** benefits the environment and wildlife.
Kentucky farms nestle in a patchwork of fields, meadows, woods, streams, and ponds that provide vital habitat for wildlife.
- 8 **Local food** travels shorter distances from farm to plate.
On average, food travels 1,500 miles from farm to plate. Each calorie requires an average 10 calories of fuel for travel, refrigeration, and processing. Locally grown food reduces the use of fossil fuels.
- 9 **Local food** preserves genetic diversity.
Local farms often grow heirloom varieties of fruits and vegetables with superior flavor and nutritional value.
- 10 **Local food** is an investment in our future.
When you buy from a local grower, you preserve the strength and character of your community for your children and grandchildren.

Kentucky Department of Agriculture

www.kyproud.com

Farm To School Program



KADF

For more information call: (502) 573-0282

Nothing else is close.

10 Good Reasons to Buy Locally Grown

- 1 **Locally grown food** tastes and looks better.
Crops marketed close to home are picked at their peak and usually sold within 24 hours of harvesting. Food imported from far away must travel on trucks or planes and then it is stored in warehouses.
- 2 **Local food** supports local families.
The wholesale prices that farmers get for their products are usually very low, sometimes not more than the cost of producing them. Local farmers who sell directly to consumers cut out the middleman and can get full retail price for their food—which helps farm families be able to afford to continue farming their land.
- 3 **Local food** builds trust.
With all the issues related to food safety and homeland security, there's an assurance that comes from looking a farmer in the eye at the farmers' market, or driving by the fields where your food comes from.
- 4 **Local food** builds community.
When you buy direct from a farmer, you're engaging in a time-honored connection between eater and grower and you're supporting a local business. Getting to know folks who grow your food helps you know more about the place you live. In many cases, it gives you access to a place where you can go to enjoy nature and the seasons, and to learn more about how food grows.
- 5 **Local food** preserves open space.
When farmers get paid more for their products from nearby shoppers, they're less likely to sell farmland for development.
- 6 **Local food** keeps taxes down.
According to several studies, farms contribute more in taxes than they require in services, whereas most residential development contributes less in taxes than the cost of required services.
- 7 **Local food** benefits the environment and wildlife.
Massachusetts farmers are leaders in the use of environmentally sound growing practices. Our farms encompass a patchwork of fields, meadows, woods, streams, and ponds that provide essential habitat for wildlife.
- 8 **Local food** makes a lighter carbon footprint.
On average our food travels 1,500 miles from farm to plate. Moreover, each calorie of food produced requires an average of 10 calories of fossil-fuel inputs from travel, refrigeration and processing. Purchasing locally-grown food is a simple way to address the increasing expense of fossil fuels and the adverse effects of global warming from increased carbon emissions.
- 9 **Local food** preserves genetic diversity.
In industrial agriculture, plants are bred for their ability to ripen uniformly, withstand harvesting, survive packing and last a long time on the shelf, so there are only a few varieties in large-scale production. This leaves our food supply vulnerable to disease or disaster. Smaller local farms, in contrast, often grow many different varieties to provide a longer season, an array of colors, and the best flavors.
- 10 **Local food** is an investment in our future.
When you buy locally grown food, you're helping to preserve the strength and character of our community for our children and grandchildren.

Massachusetts Department of Agricultural Resources
www.mass.gov/massgrown

http://www.mass.gov/agr/markets/10-reasons.pdf

Farmers Market Food Vendor Guidelines

- Best way to attract customers is to have an attractive display. Here are some tips:
 - Have a sign w/ name of your farm/business
 - Only bring high-quality, clean products
 - Place cottage foods in attractive displays
 - Keep displays full of products.



The Friendly Baker Cottage Foods

Farmers Market Grower/Vendor Guidelines

- Use eye-catching displays.
 - Visit grocery stores for display ideas.
 - Mix colors creatively.



Farmers Market Grower/Vendor Guidelines

- Create an experience.
 - Engage your customer.
 - Add character.



Initiate conversation

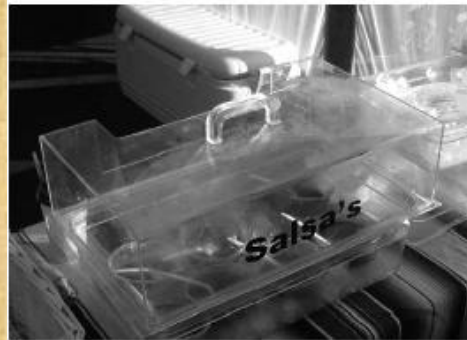


Add rustic flavor

Use Food Coverings as Protection From Insects & Dust

Food Safety for Cottage Foods

Good Agricultural Practices.



Food Coverings Examples

Food Safety for Cottage Foods

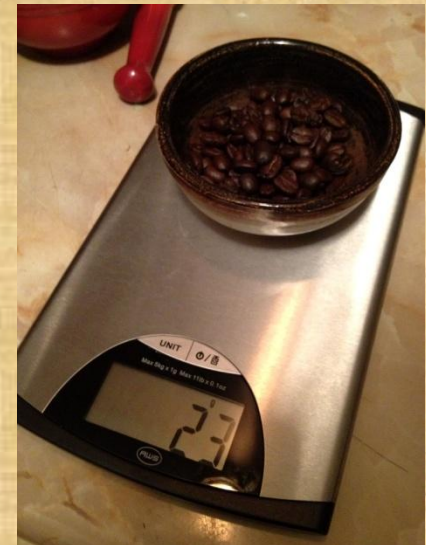


Good Agricultural Practices.



Scales For Sales By Weight

- **If you're selling cottage foods by weight, your scale must be a certain kind and it must be inspected. Otherwise, sell by the bag, basket or handful.**
- Information on the permit and inspection requirements for scales from FDACS is found at <http://www.freshfromflorida.com/content/download/21295/398844/WMPPermitFAQs.pdf>



Roadside Produce Stands



Roadside Produce Stands Tips

- People like to stop at roadside stands to buy fresh vegetables.
- You can sell your crops without traveling far, and you can make money selling only one or two crops.
- Find a place where a lot of cars go by. The cars should be going slow enough to see the stand and be able to stop.
- Customers who stop at roadside stands like to see colorful plants, gardens, animals, even clean gardening tools. They also like to see your crops growing. If your stand is near your garden, make sure your garden is in good condition and customers can see your crops
- Try using the "Honor System" to sell your produce without you being there

Roadside Produce Stands Regulations

- Ask whether there are any rules about roadside stands and signs.
- Example zoning regulations
 - zoning restrictions
 - allowed food sources & types
 - agricultural classification requirement
 - necessary uses and structure restrictions



Roadside Produce Stands Regulations

- **Sarasota County zoning regulations**
 - Allowed only for Open Use zoning (OUA, OUR, OUE)
 - The principal use shall consist of farm products grown or raised on-site. The sale of supplemental farm products grown or raised off-site is allowed. However, in no case shall all of the farm products be brought in from off-site.
 - The property upon which the farm stand is located shall have an Agricultural (Greenbelt) Classification issued by the Sarasota County Property Appraiser.
 - The sale of value added products made from farm products grown or raised on-site such as jam, juice etc., are also allowed as part of the principal use.
 - Operating hours are limited to between sunrise and sunset.

Roadside Produce Stands Regulations

- Sarasota County zoning regulations (cont.)
 - Structures
 - The stand shall be of portable construction, permitting it to be removed from its roadside location during the seasons when it is not in use.
 - Portable sanitary facilities meeting ADA requirements must be provided on-site.
 - Setbacks
 - Required front, side and rear setbacks are 50 feet, but no closer than 400 feet from any dwelling outside the ownership of the applicant.
 - The area between the stand and the road right-of-way shall be reserved exclusively for parking.
 - The size of the roadside stand is limited to 300 square feet, including the entire floor area of the structure, as well as any outdoor display.

Beyond Cottage Foods

- What to do if you are already interested in food products and sales potential that is not allowed in the FL Cottage Foods Law?
 - Learn about your options with commercial level marketing of processed foods in FL – see <https://edis.ifas.ufl.edu/fy1225>
 - Complete the ‘next steps’ to obtain a food permit from FDACS
 - Look for future workshops on food preparation techniques and commercial food enterprise training at Sarasota County Extension – see events calendar at <http://sarasota.ifas.ufl.edu/>

Support your local Farmacy



Certification Web Resources

- Cornell Univ., Certifications Programs and Product Claims – <http://smallfarms.cornell.edu/2012/07/16/certification-programs-and-product-claims/>
- Food Safety & Inspection Services
 - www.fsis.usda.gov
- The American Heart Association
 - www.americanheart.org
- List of accredited organic certifiers by state
 - www.ams.usda.gov/nop/
- Food Justice Certification
 - <http://agriculturaljusticeproject.org/>
- Non GMO Verified
 - <http://www.nongmoproject.org/>
- Western Extension Marketing Committee
 - ag.arizona.edu/arec/wemc/

Farmers Markets Resources

- Corum, V., M. Rosenzweig & E. Gibson. 2001. The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers, & Communities. New World Pub., Auburn, CA
- New Entry Sustainable Farming Project, Plain Language Guide to Selling at a Farmer's Market
http://nesfp.nutrition.tufts.edu/downloads/guides/PL_FarmerMarket.pdf
- Planck, N. 2004. Some thoughts on selling at farmers' markets.
<http://newfarm.rodaleinstitute.org/features/0504/farmmarkets/index.shtml>
- UF/IFAS Extension – Starting a Farmers Market
http://solutionsforyourlife.ufl.edu/hot_topics/agriculture/farmers_market.html
- UF/IFAS Small Farm and Alternative Enterprise Program Publications
 - Farmers Market Series http://smallfarms.ifas.ufl.edu/planning_and-management.html

Farmers Markets Videos

- Bayou City Farmers Market
 - interviews of the grower/vendors on their farms and at the market

<http://www.youtube.com/watch?v=VV0FAS0wtrE>
- Farmers Market Marin County, CA
 - shows displays and selling techniques

<http://www.youtube.com/watch?v=VJHn-fcn5vw>
- Food Works
 - a program using the growing & selling of food for farmers markets to show young people how to make a difference in their community

<http://cookingupastory.com/show/food-works/>

