Value added products

A BRIEF INTRODUCTION TO A WORLD OF POSSIBILITIES

PRESENTED
BY

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Value Added Products Can Add Several Times the Profit of Agriculture Alone
WHAT MAKES SOMETHING A VALUE ADDED PRODUCT?

(Physical State)
A change in the physical state of the product, such as transforming fruit into jam, or wheat into flour.

(Production Methods)
Means of production that enhance value, such as organic and sustainable.

(IDENTITY)
Information about a product that enhances its value to the customer.

IT’S NOT JUST JAMS & JELLIES
Who?

The Customer

We talk “Value Added”, but “Value Added” for whom?

For the customer!

How can we provide additional benefits for the consumer?

Don’t deliver a product. Deliver an experience.
DIRECT SALES X 2 APPROACHES

FOOD SERVICE & CONSUMERS

But not wholesalers

Start small, grow naturally.

Farmers’ markets, bars and restaurants are great places to do direct sales.

Wholesalers can demand too much profit and too much production too soon.

Not endorsed by Sam Choy
I just admire his work
PUSH AND PULL

(DEMAND DRIVEN)

Innovate, but don’t get too far ahead of the market. Pull from your customers needs.

Your customers can assist in providing direct feedback and refining your value added product.

When it is time to push - food service can really help.

But you do need to innovate

Just because you like it doesn’t mean your customers will.
NOT JUST JAMS & JELLIES

SWEET PRESERVES

FRUIT BUTTERS
Spreadable, fruit puree reductions.

FRUIT CHEESE
A thick, sliceable fruit jam.

FRUIT SYRUPS & HONEYS
Thin to thick

CONSERVES
Containing dried fruit and/or nuts

JK Rowling made me look at jelly beans in a whole new way.
Making food convenient for our customers is one of the best ways to add value.

There are few foods that are as high quality and convenient as frozen foods.

I am best described as just a guy with a very large bump of curiosity and a gambling instinct. – Clarence Birdseye
DEHYDRATION

You learn to cook so that you don’t have to be a slave to recipes. You get what's in season and you know what to do with it.

— Julia Childs

WHETHER LEAFY GREENS OR GRAINS

SALADS

1/3 of the nation’s vegetables are grown in California!

POWERS

SALSA LEATHER?

LEATHERS

MARINARA LEATHER?

YOU’LL NEVER BUY COMMERCIAL POWDERS AGAIN

SOUPS & STEWS

YOGURT LEATHER?
Invented during WW2 – freeze drying can provide the highest quality dehydrated food there is.

It is slow and expensive, but also hasn’t really been taken advantage of.
PICKLING

PRESERVATION THROUGH ACID

A PICKLE ON EVERY PLATE, I SAY!

If it doesn’t move – pickle it!

The art of tsukemono – the Japanese know what they are doing.
FERMENTATION

PRESEvation through microbiology

Six reasons

1 – Increased Nutrition
2 – Pre-digested
3 – Pro-biotic
4 – Safer than Raw
5 – Reduces Food Waste
6 – FLAVOR!
pARTNERS

BREWERS

BAKERS

DAIRYMEN
BREWING ADJUNCTS

The barley may not be local, but the flavor is.

Did I mention that beer is the foundation of civilization?
Most baked goods freeze very well.

Artisanal toast has recently become popular, how much more so with artisanal jam?

How much is a jelly donut? How much can you charge for an artisanal jelly donut?
Rum raisin ice cream ... Raisins rehydrated with rum. I wonder if you can do that with other dried fruit?

Mochi ice cream, or flavored mochi as a premium frozen yogurt topping?
Discovered in the 1920s in La Habra Heights by a Whittier postman (Rudolph Hass), the Hass avocado now accounts for 70% of the world’s crop, from Ecuador, Peru, Mexico, and Fallbrook, Ca.
NOTHING GOES TO WASTE

SECONDS
UGLY FRUIT

Just because they aren’t pretty doesn’t mean they don’t taste good.

How much food goes to waste because it doesn’t meet market appearance standards?

We can change that!
Your uniqueness is the only source of profitability that cannot be competed away, and thus, is the only source of sustainable profits. –John Ikerd
Why is bread square and bologna round?