

Value Added Processing for Farmers

Agenda

- ▶ My story
 - ▶ Texas Cottage Food Law
 - ▶ How to succeed
- 

My Story

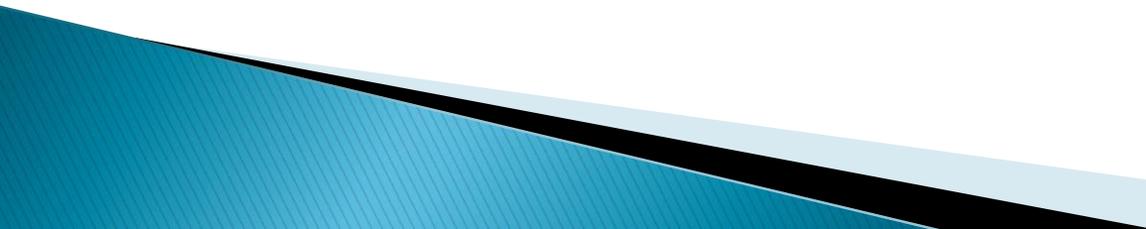
- ▶ Why I started Wicked Good
 - Started in 2014 with a request from my Mom
 - Currently in 6 regular farmers markets
 - 10 annual events
 - Sales have grown 200% in 3 three years.

The logo for "Wicked Good" features a blue, stylized swirl or swoosh on the left side. The words "Wicked Good" are written in a bold, red, serif font, with the "W" being significantly larger and more ornate than the other letters.

Wicked Good

Texas Cottage Food Law

▶ The law in a nutshell

- Sell only the specified, nonpotentiality hazardous foods
 - Sell directly to consumers
 - Foods must be prepared in your home kitchen (i.e. not in a separate building or facility), using appliances meant for residential use
 - Sell no more than \$50,000 of such foods annually
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Texas Cottage Food Law

- ▶ The law in a nutshell
 - Sell at an allowed location
 - Have a current food handler's card
 - Package the food so as to prevent contamination, unless the item is too large or bulky to fit conventional packaging, such as a wedding cake
 - Label the food

Texas Cottage Food Law

▶ What's allowed

- Coated and uncoated nuts
 - Unroasted nut butters
 - Fruit butters
 - Canned jams and jellies
 - Fruit pies (including pecan pie)
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Texas Cottage Food Law

▶ What's allowed

- Dehydrated fruits and vegetables including dried beans
 - Popcorn and popcorn snacks
 - Cereal, including granola
 - Dry mixes
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Texas Cottage Food Law

▶ What's allowed

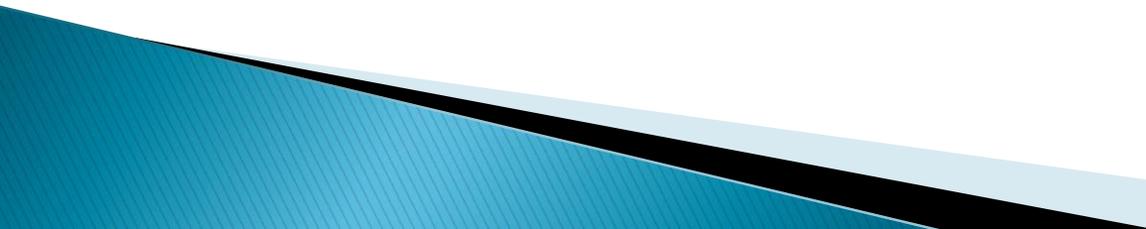
- Vinegar
 - Pickles
 - Mustard
 - Roasted coffee or dry tea
 - Dried herbs or herb mixes
- 

Texas Cottage Food Law

▶ What's not allowed

- Fresh or dried meat or meat products including jerky
 - Canned fruits, vegetables, vegetable butters, salsas etc.
 - Kolaches with meat
 - Fish or shellfish products
 - Raw seed sprouts
- 

Texas Cottage Food Law

- ▶ What's not allowed
 - ▶ Canned pickled products such as but not limited to corn relish and sauerkraut
 - ▶ Bakery goods which require any type of refrigeration such as cream, custard or meringue pies and cakes or pastries with cream cheese icings or fillings
 - ▶ Milk and dairy products including hard, soft and cottage cheeses and yogurt
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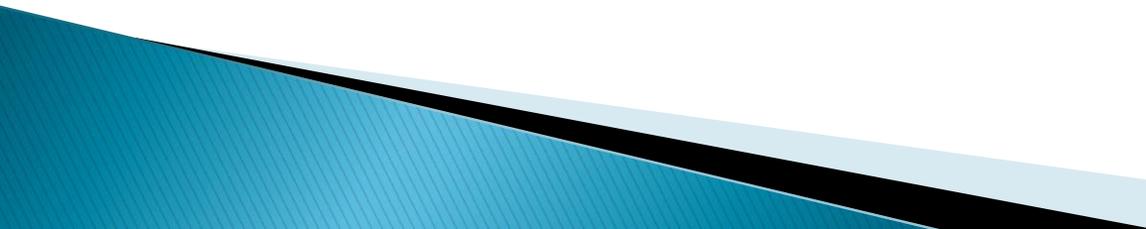
Texas Cottage Food Law

▶ What's not allowed

- Fresh fruits dipped or coated in chocolate or similar confections
 - Cut fresh fruits and/or vegetables
 - Juices made from fresh fruits or vegetables
 - Ice or ice products
- 

Texas Cottage Food Law

▶ What's not allowed

- Barbeque sauces and ketchups
 - Foccaccia-style breads with vegetables or cheeses
 - Dried pasta
 - Beverages including but not limited to Lemonade, juices, hot chocolate
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Jobs to Be Done Theory

People don't simply buy products or services, they 'hire' them to make progress in specific circumstances.

Jobs to Done Theory

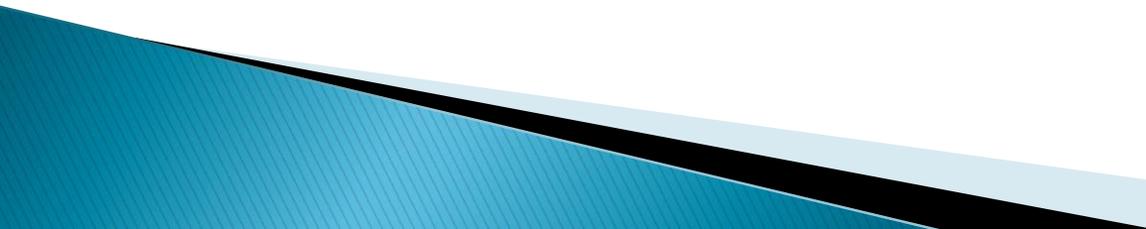
**People don't want quarter inch drill,
they want a quarter inch hole."**

Theodore Levitt - 1962



How to succeed

▶ Jobs to Done Theory

- Unique Flavors (I'm not Smuckers)
 - Health Products (60% less sugar)
 - Personal experience (I've got my regular's)
 - Size options (I have 4 different sizes)
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Resources

- ▶ TexasCottageFoodLaw.com
<http://texascottagefoodlaw.com/>
- ▶ *Come and Bake It* by Kelly Masters (A brief history of the Texas Cottage Food Law and 24 lab-tested recipes)
- ▶ Texas Dept. of State Health Service
<https://www.dshs.texas.gov/foodestablishments/cottagefood/faq.aspx>

Resources

- ▶ Farm & Ranch Freedom Alliance
<http://farmandranchfreedom.org/texas-cottage-foods-law-2013-faq/>
- ▶ *Competing Against Luck: The Story of Innovation and Customer Choice* by Clayton M. Christensen (explains Jobs to Be Done Theory)