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.
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
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)
Texas Cottage Food Law

- What’s allowed
  - Dehydrated fruits and vegetables including dried beans
  - Popcorn and popcorn snacks
  - Cereal, including granola
  - Dry mixes
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
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
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
  - Foccacia–style breads with vegetables or cheeses
  - Dried pasta
  - Beverages including but not limited to Lemonade, juices, hot chocolate
People don’t simply buy products or services, they ‘hire’ them to make progress in specific circumstances.
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)
Resources

- 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](https://www.dshs.texas.gov/foodestablishments/cottagefood/faq.aspx)
Resources

- Farm & Ranch Freedom Alliance
- *Competing Against Luck: The Story of Innovation and Customer Choice* by Clayton M. Christensen (explains Jobs to Be Done Theory)