

Bloomington Community Farmers' Market

Notice of Meeting

Monday, September 15, 2014 5:30 pm

**Parks Conference Room, Suite 250
(812) 349-3738, veldmanm@bloomington.in.gov**

AGENDA

1. Call to Order
2. Approval of April Minutes
3. Public Comment
4. New Business
 - Introduction of Market/Gardens SPEA Fellow
 - Consider Changes to the Value Added Food Rules
 - Consider Changes to the Home Based Vendor Rules
 - General Market Updates
5. Old Business
6. Adjournment

**Bloomington Community Farmers' Market
Advisory Council**

Monday, September 15, 2014
5:30 pm

Parks Conference Room

Advisory Council Members Present

Bobbi Boos, Linda Chapman, Bruce McCallister, Kathy Aiken, Carmen Siering, Rachel Rosolina, Leslie Burns, Janice Lilly

Market/City Staff

Marcia Veldman, Les Coyne, Katie Lay, Ellie Symes and Robin Hobson

1. Call to Order

Linda Chapman called the meeting to order (Bruce arrived a few minutes into the meeting).

2. Approval of Minutes

The April 2014 minutes were approved.

3. Public Comment

No public comment.

4. New Business

A. Introduction of Market/Gardens SPEA Fellow

Katie Lay was introduced as the SPEA Fellow for four semesters over the next two academic years.

B. Consider Changes to the Home Based Vendor Rules

Steve and Charlotte Gossman came to the meeting to discuss their request for a change to the Home Based Vendor (HBV) Rules. They brought a hickory syrup product to Market as an HBV item that was previously thought to be eligible in the early part of the season, but which was disallowed early in the year due to the fact that the product was found to be produced on a cane sugar simple syrup base with a relatively small amount of hickory extract added to it. The Gossmans believed at the time of selling that their product was in compliance and noted that they do abide by the rules of all markets they attend outside of Bloomington's. They argued that their syrup was aligned with the rules for jams and jellies as outlined in the HBV addendum and requested for their small batch, artisanal product to be allowed, especially because they perceived the HBV rules as unclear as they pertain to their product. A description of the process of the production of hickory syrup was given by the Gossmans. They gather all the bark used in the process and it is used to make an extract which is then added to a simple syrup and canned. The percentage of sugar used to produce a gallon of syrup is about 65% of the total product. Bark is collected from various sites in Indiana as well as from some property the Gossmans own in Kentucky. Janice asked Marcia about the intent of the rules regarding syrups; why were fruit syrups disallowed and jams and jellies allowed? She explained

that at the time the State HBV rules came out in 2009 there were so many questions about what would be eligible that the BCFM staff determined there would be a limited version of the rules used as the value of the HBV items was not significant to the Market. It was suggested that, depending upon how this decision comes out, that the Gossmans consider applying as Prepared Foods Vendors and at the Holiday Market as local product vendors. Marcia asked that of the 82 cups of extract used to the 52 cups of sugar per batch, how much bark is used to make the extract. Steve answered five quarts of bark. Les asked if the amount of bark they could harvest from their own property could support the product they sell at BCFM. The Gossmans replied yes and that some bark is gathered from a Kentucky property and some is gathered from locations in Indiana. The discussion ran out of time at 30 minutes and the Gossmans departed. Further conversation on this topic will be picked up at the October meeting.

C. Consider Changes to the Value Added Food Rules

Marcia passed out the Value Added Foods (VAF) rules to the group. Marcia pointed out that the rules were overhauled a couple of years ago, but there was an oversight at that time. This had to do with the manufactured grade dairy products and meat items and the requirements for 50% of VAF food products be vendor grown/raised/collected and that the vendor must have grown/raised/collected 100% of VAF ingredients that can be reasonably produced by the vendor. This comes into conflict with herbs or purchased herb packets added to cheeses as well as flavorings or curing compounds used in meat processing. Often, this is determined by the meat processor. Marcia's goal is to revamp the definition of the VAF foods and then follow that with more specifics as they pertain to the different categories of VAFs. A request from the Esh family, who seek to establish a grade A dairy to produce yogurt, concerns the addition of fruit to that yogurt, which is currently not allowed by the rules, but which has already happened with Trader's Point yogurts in the past. (Similarly, meats with curing compounds and flavorings added and cheeses with herb are currently being sold at Market.) Up for discussion at this meeting, among these aforementioned points, is the ability of the Eshes to add fruit, sourced locally, and whether that fruit needs to be pasteurized before it is added to the pasteurized milk in the yogurt. It is estimated that the amount of fruit added would be around 20% total of the yogurt. Hanna Esh joined the discussion via conference call. Bruce asked Hanna to outline her plans. Certification has not yet been achieved due to issues with the State and the cup filler, but Hanna hopes to have yogurt product in time for the Holiday Market. Any fruit she uses must be pasteurized and added to the other ingredients prior to the milk being pasteurized, else it will curdle. Bobbi asks if fruit can be pasteurized at her farm. Hanna replied that the fruit she buys will not be raw, but she is not sure if it will be pasteurized. Linda asked if fruit will be purchased from Indiana. Hanna says she is not sure if fruit can be sourced from within the state. Bruce asked what type of products she plans on selling. She said plain yogurt, fruit-added yogurt, and maple sweetened were in the plans. Hanna noted although they are focusing on yogurts now, they are considering cottage cheese, and kefir and sour cream for the future. Leslie asked about pasteurizing fruit on farm. Hanna did not know about that or if it could be done in their milk pasteurizer.

Discussion at this point shifted to the FMAC members with Hanna listening in. Bobbi observed that what the Eshes propose is the closest to a local dairy product that we have and Linda agreed saying the family has done a good job of keeping the Market apprised of their plans and proceedings. Bruce asked if the exception of allowing fruit to be added to the yogurt, is it opening the door to any potential pitfalls. Rachel noted that keeping

this simply as an exception to the grade A dairy rules would prevent this from getting out of hand. Marcia reminded of the Trader's Point precedent where they did sell fruit yogurt without issues arising. Linda asked about a policy statement about where the fruit comes from - would it be local or from Indiana? What about that fruit reasonably grown in Indiana? Bruce requested more information from Hanna about where the fruit will come from and if pasteurizing it at home is possible before the FMAC October meeting. Hanna's yogurt would qualify under the local product category for the Holiday Market, but decisions for the regular Market season will be discussed again at the October meeting. Marcia will insert a question into the farm vendor survey about the VAF question and this information will be available for the December meeting.

D. General Market Updates

Marcia announced that Double Market Bucks is going well and that the WIC doubling in partnership with IU Health went favorably this past summer. Katie Lay will be researching about how to double senior benefits as well. The Market is participating in a grant-based study with IU School of Public Health professor, James Farmer, contributing data about doubling. For the Market's participation, we will be receiving \$5,000. Data from Double Market Bucks users will be analyzed in depth.

Marcia, Robin and Janice (representing the Winter Market) will be attending an informational meeting about applying for some USDA funds with statewide partners through the ICDC to source funds for doubling programs.

5. Adjournment

Minutes submitted by Robin Hobson