

From: **Chelan Evening Farmers Market** manager@chelanfarmersmarket.org  
Subject: Talk About fresh 10/4/2012  
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To: board@chelanfarmersmarket.org

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Like



**Talk About  
Fresh!**

**CEFM's Newsletter**  
Chelan Evening Farmer's Market

Learn more about CEFM by visiting us at  
[www.chelanfarmersmarket.org](http://www.chelanfarmersmarket.org)

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## Apple Cider Festival!



### 4pm - 6pm

Come join the celebration. Our last market day of the 2012 season.

There are so many reasons to be grateful for our success. We have terrific growers and producers, supportive community members, businesses & government, and active volunteers!

This would not be possible with each and every one of YOU! Come down and celebrate with us, press some cider and take a free 1/2 gallon home! Enter your best pie into the Apple Pie Contest, be entertained by local musicians and hopefully some surprises!!

Let us THANK YOU, and join in thanking each other for another great season!

### Whats Fresh

This week at the market you will find fresh apples for pressing, tomatoes, all kinds of winter squash, watermelon & other melons, root veggies, peaches, tomatoes, blueberries, apricots, garlic, greens, Italian kale, curly kale, basil, carrots, red beets, golden beets, herbs, flowers, lemonade, enchiladas and tacos, cooked corn on the cob, hummus, fresh lemonades and fruit waters, all types of baked goods, flowers, local crafts & more!

## Value-added Workshop/Roundtable Series



- WHO? - Farmers, chefs, passionate foodies, current and/or wannabe food processors...
- WHAT? - A fun and fact-filled opportunity to learn, network, and develop your own ideas into profitable value-added specialty crop products.
- WHY? – Because you can! Value-added products, with shelf life for year round sales that you can market directly can generate higher profits. Produce (or have co-packed) and market high-value products! (And we'll have FUN doing it!)...
- WHEN & WHERE? - Beginning: in Wenatchee, Wednesday, Oct. 24th at 9:00 am – 3:30 pm; through Nov. 14th

Register now at: <http://fall2012valueaddedseries.eventbrite.com>

Four weeks of one-day/week intensive classes to learn all you need to know in order to extend your market season through value-added products.

Our primary objective is to help specialty crop producers and processors increase their total farm or business income and to be more profitable and economically viable. We expect that all participants will gain knowledge and access to resources that will allow them to improve their business operations and marketing outlets which will benefit their profitability. We also expect that the project will benefit existing and new processors who may partner with growers, or develop new product ideas using specialty crops acquired from these growers.

Some of the topics will include:

- \* Benefits to the producers of directly marketing their product
- \* Opportunities to develop unique or added value, processed products
- \* Critical steps in developing a value added product
- \* Commercializing a product
- \* Marketing and market research
- \* Food Safety
- \* Sources of knowledge and expertise
- \* Financing
- \* Co-packing options

For more information or questions, contact: Fred Berman, [fberman@agr.wa.gov](mailto:fberman@agr.wa.gov); 360.656.5063

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