Incubating and Launching Local Food Products at Bushel & Peck’s

Why Local Food?
The benefits to eating locally are immense:
• **Economically:** Local food puts money back into the local economy.
• **Environmentally:** Eating locally prevents fossil fuels from being emitted to transport the product from farm to plate.

The typical food item travels over 1,500 miles from farm to table (Slow Food USA).

Goals of Bushel & Peck’s Local Food Processing Project:
• Increase the sale of local farm-based products
• Launch several new value-added local food products
• Distribute these products through several regional sales channels including CSA’s, Farmers’ Markets, Food Co-ops, and other retail channels

Terms defined:
**Local:** The term “local” refers to food that is grown as close to where it will be consumed as possible. While the term local is not regulated by any organization or authority, many locavores and environmentalists have adopted a set of standards for what is considered “local.” Jessica Prentice, who coined the term “locavore” in 2005, refers to local food as that which is produced within a 100 mile radius of where it will be consumed.

**Seasonal:** Seasonal refers to the act of eating only foods that are “in season”. A “seasonal” product is one that is created or produced from ingredients that are fresh, indigenous, and naturally available at only that time of year in this geographic region.

**Value-Added:** “Value-added” is the economic term for the difference between the price of sale of a unit of a certain product and the cost of all the raw materials to create said unit of product. In this case, the term “value-added product” refers specifically to a food-based product that has an added shelf life, and market value as a result of the production processes.

Who Is Bushel & Peck’s?
Bushel & Peck’s Local market is owned by Jackie Gennett & Rich Horbaczewski of Grass Is Greener Gardens. It is a store and café. The store distributes products for other local producers from a retail outlet in Beloit, WI.

Results of Bushel & Peck’s Local Food Processing Project:
• Obtained funding from THRIVE to fund the project.
• Worked with the UW-Madison Extension Food BIN program
• Applied for organic certification
• Launched a line of value-added products at Bushel & Peck’s
• Addressed issues of accessibility

Products:
Strawberry jam, currant jelly, raspberry preserves, dill beans, pickled beets, dill relish, dill pickles, sweet and sour pickles, salsa, catsup, chili sauce, soup, and processed local organic fruits and vegetables

Bushel & Peck’s Local Market at 328 State Street Beloit, Wisconsin. Photo by Jackie Gennett.

Regina Willensky’12 prepping strawberries from Morningstar Farm to make jam at Bushel & Peck’s. Photo by Jackie Gennett.

Local strawberry jam at Bushel & Peck’s. Photo by Regina Willensky.