

Opportunities for Selling Fish at a Michigan Farmers Market

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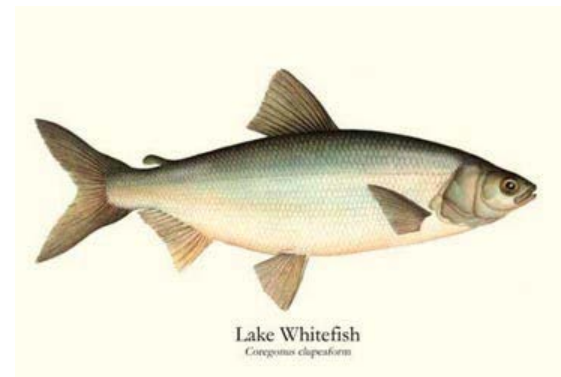
Rural Development

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Presentation Agenda

- Why consider selling in a farmers market?
- Tips for farmers market sales
- Regulations:
 - Processing, Packaging, Labeling
- Questions and Answers





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Michigan Fresh Great Lakes Lake Whitefish



Food and Drug Administration standards concerning levels of contaminants.

One 3-ounce serving of lake whitefish features more omega-3 fatty acids than the same amount of pink or sockeye salmon. This serving size is a good source of niacin plus vitamins B-6 and B-12 as well as an excellent source of phosphorus and selenium and a good source of potassium (Great Lakes Whitefish, 2013).

Lake whitefish bought in a farmers market should be stored at 38 °F or colder. Bring a cooler full of ice to the farmers market if you plan to purchase lake whitefish. Consume within three days of purchase.

Great Lakes lake whitefish is the primary catch for Michigan commercial and tribal-licensed anglers. A native fish abundant in the Great Lakes, lake whitefish is known for its flaky texture. It can be grilled, baked, broiled, pan fried, deep fried, poached, steamed, roasted and even pickled. Check out Michigan Sea Grant's collection of Great Lakes lake whitefish recipes in *Wild Caught and Close to Home*, a cookbook available online for purchase at www.miseagrant.com.

Lake whitefish aren't really white. The skin is greenish brown on the back with silver sides and a silvery-white belly.

Many consumers are concerned about contaminants when it comes to eating fish from the Great Lakes. However, Lake Superior, Lake Michigan and Lake Huron all have lower levels of mercury than inland lakes and reservoirs. In fact, lake whitefish as a species has low levels of mercury buildup and passes all U.S.

Nutrition Facts		% Daily Value*	
Serving Size 1 fillet (85g)		15%	
Servings Per Container Varies, usually 4		15%	
Amount Per Serving		15%	
Calories 150	Calories from Fat 60	15%	
Total Fat 1g		2%	
Saturated Fat 1g		2%	
Trans Fat 0g			
Cholesterol 10mg		2%	
Sodium 50mg		1%	
Potassium 350mg		10%	
Total Carbohydrate 0g		0%	
Dietary Fiber 0g		0%	
Sugars 0g			
Protein 21g			
Vitamin A 2%	Vitamin C 0%		
Calcium 2%	Iron 2%		

(Great Lakes Whitefish, 2013)

Lawn or garden questions?

Visit miglarden.msu.edu.
Call toll-free 1-888-678-3464.

Why am I talking to you?

- Community Food Systems Educator
- Author of the Michigan Fresh Whitefish Fact Sheet
- Thanks to Amber Mae Peterson for three terrific recipes!

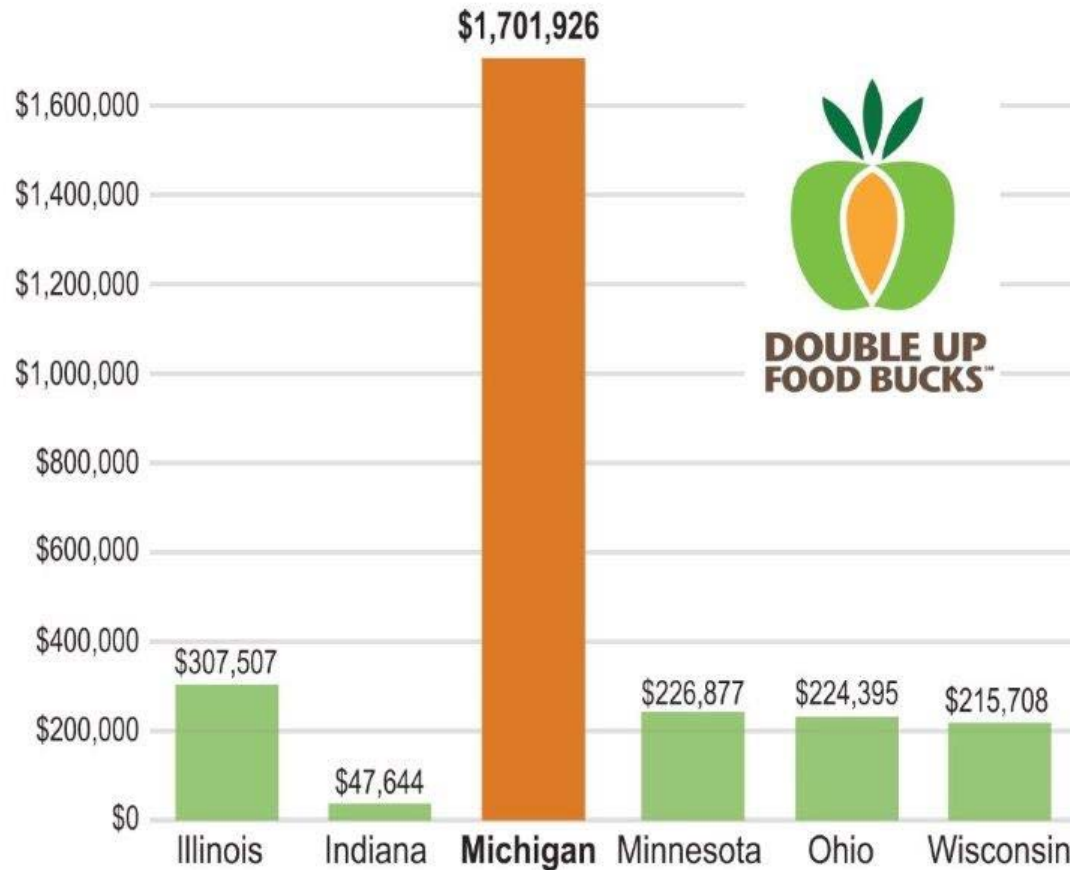
www.michiganfresh.msue.msu.edu

- Member of the Professional Development Committee of MIFMA
- Farmers Market Manager Certificate Program
- Farmers Markets at the Capitol
- Partnership with the Fair Food Network to accept Bridge Cards at markets



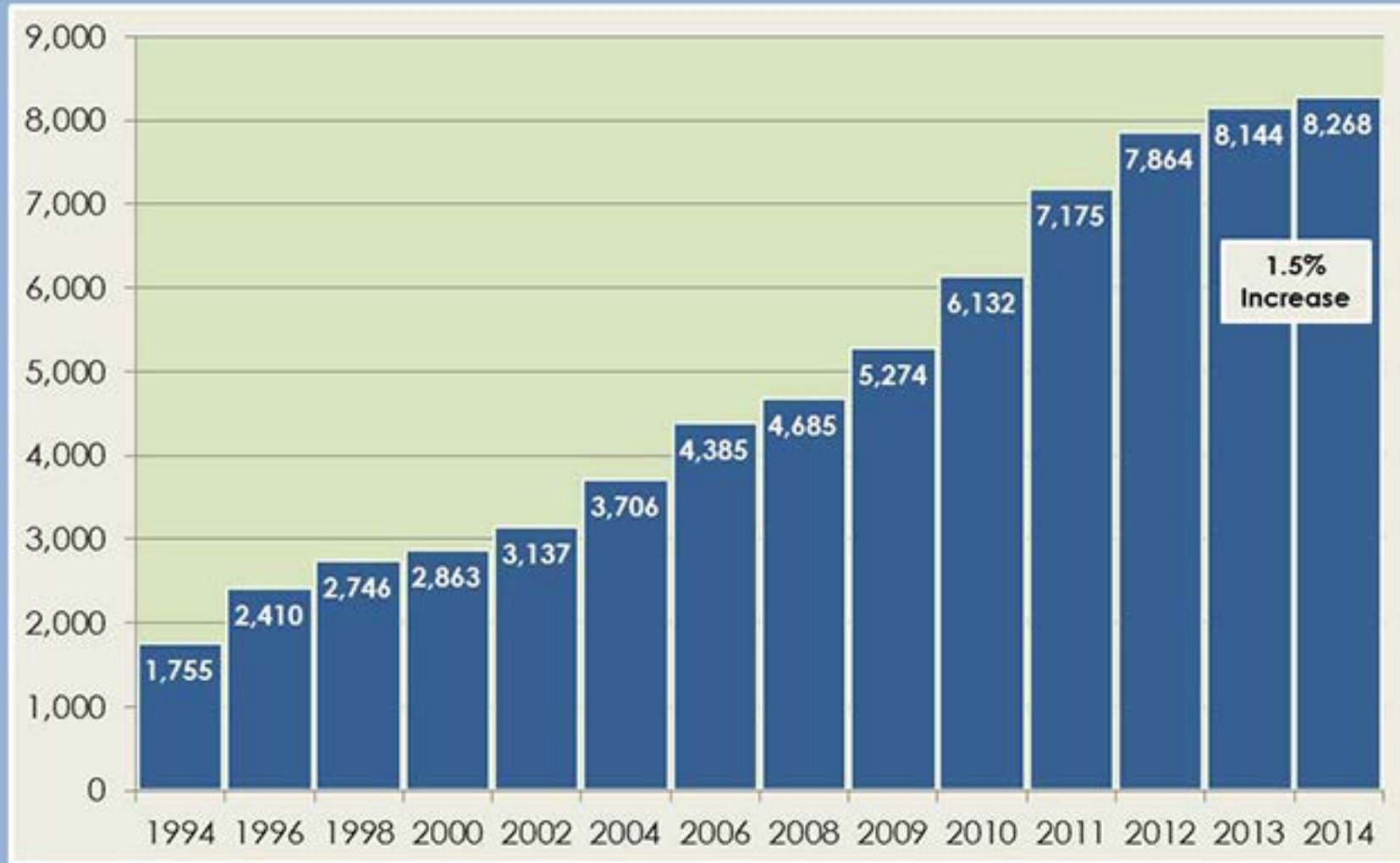
SNAP Sales in Mid-West Farmers' Markets, 2013

The impact of the DUFBI incentive program in MI is reflected in the state's greater SNAP use in farmers' markets as compared to neighboring states.



Source: USDA

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

Michigan Farmers Markets

- 90 markets in 2001.
- Over 300 in 2013.
- Use MIFMA's "Find a Market" to locate community farmers markets near you.
www.mifma.org



Meridian Township Farmers Market

Mark and Carla Ebener

The Fresh Lake Whitefish Company

Fresh whitefish, trout, walleye, yellow perch, Chinook salmon, herring, smoked fish, fish spread, fish sausage

Why Consider This?

- **Expand your customer base**
- **Create more customer loyalty**
- **Maximize profits**



Amber Mae Peterson, The Fish Monger's Wife, sells at the Muskegon Farmers Market.



Why farmers markets?

“We are surrounded by vendors that are producers of their products, which lends to a higher quality selling environment.

Farmers market consumers shop at the market because they want high quality and want a relationship with the food producers. The high quality product justifies the premium pricing and the relationship keeps farmers market consumers loyal.”

— Amber Mae Peterson



Selling at a Farmers Market

- Vendor Application Form
- Seasonal or Daily Fees
- Proof of Liability Insurance
- Regulations
- Signage, display, table, chairs
- Recipes / Cooking Instructions
- Credit Card Acceptance
- Pricing
- Transportation
- Trained Staff



Fish Lads at the Grand Rapids Downtown Market



Going to the farmers market isn't just about buying.

It is about an experience.

You need to create excitement and a positive relationship with people.



Fish throwing at Pike Place Market, Seattle, WA.



State Regulations

- Selling fish is covered by the following laws and regulations:
 - Michigan Food Law, CRR Part 110, CFR Part 123, Regulation 569.
 - These cover the processing and sale of fish products.
- All fish must come from approved sources (licensed commercial fisherman and licensed processing facilities).
- ~~NO recreationally caught fish may be sold!~~

Labeling

The law requires that all packaged food products be labeled with the following information:

- Common or Usual name of the product
- Name and Address of a responsible party,
- Net Weight
- Ingredients Statement (if composed of more than 1 ingredient).



Temperature Control

- Frozen fish must be stored, handled, and sold frozen.
- Fresh fish must be maintained at 41 degrees F or below at all times.
- Smoked fish products must be maintained at 38 degrees F or below at all times.
- Cooked fish (if providing samples) must be maintained above 135 degrees F at all times.



Questions and Answers?

Thank you!

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