

Calaveras Grown News



Website: calaverasgrown.org

August 2008

P.O. Box 2101, San Andreas, CA 95249 Phone: (209) 754-6477

News from the Farm Advisor's Office

A mandatory reduction in the County budget has resulted in a reduction of 40% of Gretchen Sullivan's time. In order to maintain as much program support as possible, the office will be closed to the public on Mondays and Fridays. Program staff (Ken, Jennifer, and Karen) will be working on Mondays and Fridays, but will be available by appointment only.

Ken has been appointed Interim County Director for El Dorado County in addition to his continued directorship here in Calaveras County. This assignment is expected to last for at least one year. He will be traveling to El Dorado County one to two days each week.

Calaveras Visitor's Bureau Needs Your Product!

The Calaveras County Visitor's Bureau in Angels Camp is seeking Calaveras Grown non-perishable products to sell. Don't miss this opportunity! For more information, please contact Lisa Reynolds at (209) 736-0049

The Calaveras County Department of Agriculture has moved

Mary Mutz and her team are now located at 23 E. St. Charles Street near the corner of Highway 49 and Main Street in San Andreas. The phone number remains 754-6504, ext. 3 but the fax has changed to 754-9256.

Please note that our regular monthly meetings have been changed to the third Wednesday of the month at 8:30 AM in the Mark Twain St. Joseph's Hospital education wing. Plan to attend on August 20th!

Welcome to our new Members!!

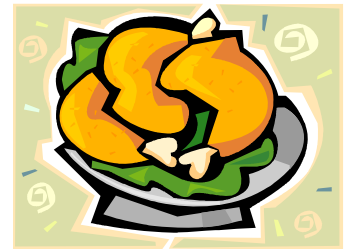
Wanda Corn of Blondie's Frosty
Milliare Winery
Susie Ryslinger
Sky Ridge Ranch
Vina Moda

Mills Blueberries
Inca Gardens & Farms
T & D Ranches & Greenstone
Inn Bed & Barn
Rasmussen Ranch & Vineyard

Boneless Hot "Wings"

3 pounds chicken thighs
¼ cup Crystal Hot Sauce
(more if spicier wings are desired)
1 teaspoon cider vinegar

2 cloves fresh garlic,
minced
4 Tablespoons oyster
sauce



Bone thighs and cut into approximately 3-4 strips. Dredge in flour and deep fry until crispy brown. While frying, combine remaining ingredients in frying pan and heat on medium low. When wings are done, add them to the frying pan and stir until all of the sauce is absorbed. Serve with carrot sticks, celery sticks, radishes, and ranch dressing or blue cheese dressing for a dip.

Calaveras Grown Wine Glasses



What could be more cool than a wine glass with a gold embossed Calaveras Grown logo?

On sale this month! Wholesale to members: \$3 regularly \$4 Stock up today!

Calaveras Grown Reusable Grocery Bags

Our very own beautiful grocery bags will be available again late August or early September for \$1.50 wholesale to members or \$2.00 to the general public. Be sure to pick up your large supply at that time! You can sell them for whatever the market will bear.

Bee and Wasp Stings



Nearly everyone has been stung by an insect at one time or another. It is an unpleasant experience that people hope not to repeat, but for most people the damage inflicted is only temporary pain. Only a very limited portion of the population (one to two people out of 1,000) is allergic or hypersensitive to bee or wasp stings. Stingers are effective weapons because they deliver a venom that causes pain when injected into the skin. The major chemical responsible for the pain of a honey bee sting is called melittin; it stimulates the nerve endings of pain receptors in the skin. The result is a very painful sensation, which begins as a sharp pain that lasts a few minutes and then becomes a dull ache.

Even up to a few days later, the tissue may still be sensitive to the touch. The body responds to stings by liberating fluid from the blood to flush venom components from the area. This causes redness and swelling at the sting site. If this is not the first time that the person has been stung by that species of insect, it is likely that the immune system will recognize the venom and enhance the disposal procedure. This can lead to very large swelling around the sting site or in a whole portion of the body. The area is quite likely to itch. Oral and topical antihistamines should help prevent or reduce the itching and swelling. Try not to rub or scratch the sting site, because microbes from the surface of the skin could be introduced into the wound and result in an infection.

When the sting is caused by a honey bee, the stinger usually remains in the skin when the insect leaves because the stinger is barbed. Remove the stinger as quickly as possible because venom continues to enter the skin from the stinger for 45 to 60 seconds following a sting. Much has been written about the proper way to remove a bee stinger, but new information indicates that it doesn't matter how you get it out as long as it is removed as soon as possible. If removed within 15 seconds of the sting, the severity of the sting is reduced. After the stinger is removed, wash the wound and treat it. Several over-the-counter products or simply a cold compress can be used to alleviate the pain of a sting. Aerosol or cream antihistamine preparations that contain a skin coolant can also help. If the sting is followed by severe symptoms, or if it occurs on the neck or mouth, seek medical attention immediately because swelling in these areas of the body can cause suffocation.

Occasionally, a person becomes involved in a situation where he or she is stung many times before being able to flee from the nesting site. Depending on the number of stings, the person may just hurt a lot, feel a little sick, or feel very sick. Humans can be killed if stung enough times in a single incident.

Bees and wasps can be attracted to, or may react to, odors in the environment. It is best not to use perfume, cologne, or scented soaps if you are going into an area of bee and/or wasp activity. Unless someone accidentally collides quite hard with or swats at a bee or wasp, it is not likely to sting. Avoid going barefoot in vegetation, especially clover and blooming ground covers. Also avoid wearing brightly colored or patterned clothing. If you remain calm when a bee or wasp lands on your skin to inspect a smell or to get water if you are sweating heavily, the insect will eventually leave of its own accord. If you don't want to wait for it to leave, gently and slowly brush it away with a piece of paper. When swimming in pools, watch out for bees or wasps trapped on the surface of the water. If you find bees or wasps in the water, it is best to remove them to avoid being stung.

Please contact the Farm Advisor's Office at 754-6477 or <http://cecalaveras.ucdavis.edu> with your agricultural questions.



September Membership Meeting

Ken & Linda Churches are hosting a Wine & Cheese Social at their home Friday, September 26, 2008, at 6:30 PM. This meeting is for current and prospective Calaveras Grown members. A brief business meeting will be held first.

Directions: Turn onto Mountain Ranch Road from Highway 49. Go past Government Center and take the first left past the red barn museum onto Gold Hunter Road. Our house is the first driveway on the right after the blacktop ends. 209 754-5534

Tuolumne County celebrates Agriculture and the Arts!

The 2008 Foothill Farmlands Art Festival will be held September 6th through September 13th at 6 different locations in Tuolumne County. This is the second year that farmers and ranchers have hosted the public and the first was very well attended. For more information on this exciting Agritourism event go

<http://www.foothillfarmlandsartsfestival.org/>

University of Kentucky Publication Helps You Price Your Products

Pricing for Profit

Every retailer should be pricing for profit. As a farmers market vendor, your task in pricing for profit is a bit more complex than a grocer or restaurateur who is purchasing and reselling their product. The challenge for farmers market sellers is to determine how much it cost them to grow and deliver their product to market. *Once you know your cost of production and delivery to market, you can accurately determine the price you need to receive to cover your costs.* There are many tools available to help you determine your cost of production. The University of Kentucky has developed many vegetable and fruit budgets that you can obtain as guides to developing your own estimates.

Computer users familiar with spreadsheet software will find many spreadsheet budgets available online. Other universities have also developed production budgets. There are links to budgets for most major produce crops at the UK Horticulture and New Crops Marketing site. Knowing your entire cost of production— *including delivery costs and the value of your own labor used in growing and selling*— is the most important part of setting a price for your product in a farmers market or any other retail setting.

Pricing for Value

Pricing for value refers to a strategy used to sell more quantity by giving price breaks when more product is purchased. For example, pumpkins might be priced at "\$4 each or 3 for \$10." Pricing for value most often occurs in situations when the vendor wants to "move" more product

by offering quantity discounts. However, the seller **must know their cost of production** to effectively price for value. If it costs you \$3.50 to grow each pumpkin and you're offering "3 for \$10" to sell more, you are actually losing money on each of those pumpkins!

Value pricing is often used by farmers market vendors who sell larger volumes to restaurants or other regular customers. Value pricing can also be used at the end of the market day if the vendor does not wish to return home with produce.

Pricing Against Competition

Many farmers markets discourage vendors from purposefully undercutting each other on prices. This is especially relevant to markets that may allow reselling, where a vendor might be able to buy bulk wholesale produce at a cost lower than that produce can be grown locally. Farmers markets are still the marketplace where buyers and sellers can freely arrive at market prices. Again, the best strategy for pricing against your competition is to know **your** cost of production.

Differentiating your product from your competition can help address this problem. Furthermore, the reputation you develop for offering quality packaging, presentation and high-quality products will allow you to maintain a higher price. *Loss leaders* are products that are purposefully priced below their cost of production or purchase value. You might choose to offer certain products as *loss leaders* to your customers if those products attract customers to your stand and cause them to also purchase other, higher-profit items from you.

Promotion

Properly managed farmers markets are attractive destinations for customers wanting to purchase the finest local produce available. There are many ways to enhance customer traffic at the entire farmers market. There are many ways to promote your own produce at the market. Good **signage** will help your products stand out on a busy market day. Use signs to communicate information about your farm, prices and interesting information about your products. You may also be able to offer **samples** of new or unusual commodities. Customers who are able to taste or see your product used in food preparation are more likely to purchase it.

Point of purchase materials are items that you provide your customers at sale time to educate them about their purchase. **Recipes** are some of the best promotional materials around. Some farms choose to provide **newsletters** or other information detailing how their produce was grown. Regardless of how you choose to promote your product, it is doubtful that you can offer your customers too much information. Many farmers market customers are interested not just in the product itself, but also the product story—where it came from, who grew it, how it was grown. The more information you provide customers wanting to connect with where their food comes from, the more likely they are to return for more purchases.

¹ Kremen, Amy, Catherine Green and Jim Hanson. "Organic Produce, Price Premiums, and Eco-Labeling in U.S. Farmers' Markets." USDA-ERS Report VGS-301-01, p. 2.



Q: When is a farmer like a magician?

A: When he turns his cow to pasture.

Q: Why did the farmer call his pig "Ink"?

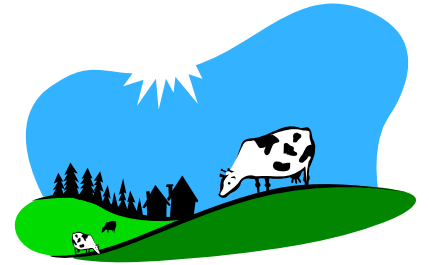
A: Because it was always running out of the pen.

Q: What do you call cattle with a sense of humor?

A: Laughing stock.

Q: Why can't the bankrupt cowboy complain?

A: He has got no beef.



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Calaverasgrown.org

Calaveras Grown is Your Organization How can you help out?

If everyone pitches in and helps out our organization can continue to grow and make a real impact for agriculture in Calaveras County. Please thoughtfully consider how you can help. It can be as simple as asking people and businesses to join Calaveras Grown, putting a decal in your car window, proudly displaying your gate sign, or attending monthly Board meetings and volunteering to take on projects. You really can make a difference!

Don't forget to encourage others to join Calaveras Grown!



What is Calaveras Grown?

Calaveras Grown is a county-wide marketing and education program to assist local agricultural producers and processors market their commodities. The goal is to bring communities together for the support and growth of agriculture, agriculture and nature tourism, and preservation of open space in Calaveras County. Calaveras Grown is your organization!