



# Great Lakes Fruit, Vegetable & Farm Market EXPO

## Michigan Greenhouse Growers EXPO

December 9 - 11, 2014

DeVos Place Convention Center, Grand Rapids, MI



## Farm Marketing IV: Bakery Session

Wednesday afternoon 2:00 pm

**Where:** Ballroom C

**Moderator:** Joanne Davidhizar, MSU Product Center Counselor, MSU Extension, Benton Harbor, MI

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|---------|--|
| 2:00 pm | Foods: The How and What at Farm Markets <ul style="list-style-type: none"><li>• Tom Tweite, Tweite's Family Farm, Byron, MN</li></ul>                            |
| 2:40 pm | Baking/Cooking Demos <ul style="list-style-type: none"><li>• Diane Fisher, Catering by Design, LLC, St. Joseph, MI</li></ul>                                     |
| 3:20 pm | Great Expectations in Pies <ul style="list-style-type: none"><li>• Steve Bogash, Horticulture Educator, Penn State Cooperative Extension, Carlisle, PA</li></ul> |
| 4:00 pm | Session Ends   |

# The How and What at Tweite's Family Farms Food Court

Tom Tweite  
1821 Frontier Road SW  
Byron, MN 55920  
[www.tweite.com](http://www.tweite.com)

## We will briefly discuss the pros and cons

- Having an outside vender come in and serve your visitors
- Using a concessions wagon and you run it
- Having a licensed facility and be a full service food provider

We will discuss economical solutions for hot foods

We will share some of our high profit foods and sweets

Bottom line is to provide a complete atmosphere to your customers you need to decide how to handle food and drink

Let your nose be your guide to our Food Court. Tempt your taste buds with some of our delicious food and drink. We offer a hard to resist, mouth watering assortment of scrumptious treats. Come in and get an all beef hot dog, brat or some "loaded" nachos, just to name a few. If you're parched we offer soda, hot cider, hot chocolate and more. Whatever you do don't forget to leave room for some of our hand dipped caramel apples, yummy chocolate treats, some sweet Kettle Korn or a wide variety of our homemade tempting fudge. Some folks visit every year to get their yearly supply of fudge or Kettle Korn.



Before you leave check out Tweite's Family Farm fruit butters, jams, jellies, sweet Vidalia onion relish and BBQ sauce. We carry Tweite's Family Farm logo tee shirts and sweat shirts. Autumn only comes around once a year, so be sure to stock up on your favorites.

# TEAM BUILDING THROUGH COOKING ...and other uses for your farm kitchen

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In my session we will be discussing a number of ideas for you to consider as possible uses for your farm stand kitchen. Many farms that have a farm stand also bake and sell items during their busiest season. Many, during the off season, allow this precious commodity to sit there and collect dust until the next time they need it.

Why? Don't allow your investment to just sit there...use it, rent it, lease it...do it. There are still bills that will need to be paid during your off season, and there are a number of options for you to look at below that may interest you, or at least get you thinking. Your off season may be someone else's prime time!

So before you close your eyes and ears...let's at least check into some possibilities that may not only help you...but may help someone else as well.

*Some of the options are these:*

**Incubator Kitchen**

**Culinary Team Building Classes**

**Bulk Baking/Cooking** to sell as frozen products or meals

**Training Your Own Staff** to cook your items your way

**Cooking Classes**

**Cooking Demonstrations**

There are many uses for a commercial kitchen, but some of the following are a few of the newest crazes around. I personally have made a business out of using some of these ideas myself.

Hello! My name is Diane Fisher and I am the owner of Catering By Design, LLC. I have been in business since 2006. Cooking for others and seeing their pleasure in eating my food, as well as realizing my husband and I would soon be empty nesters, prompted my business to be born.

At first I used our church kitchen and just did things for people from the church, or I used the school kitchen to do things just for the school. As my business grew, I started to rent space to do classes and used people's homes to cook their meals for them. Currently, my plan is to put in my own catering kitchen on my property. It has been a journey...and not always easy. But really, is anything worth working for easy?

I hope that my time with you will yield a starting point in your life...one to not only benefit yourself in this life, as short as it is, but to possibly make a difference in someone else's life. Sharing is not an easy thing to do sometimes. We have our ways, our plan, our things, but is this really where joy comes from? Things? Explore the possibility of at least considering some of the ideas that I would like to share.

If my plan goes as, well, planned, I would like to share my kitchen (if my neighbors will let me...I live in a neighborhood). Even if it is to encourage someone else to think outside the box, and be successful doing it!

A number of recipes will be attached for your pleasure in the Thursday session manuscript. Many of the larger recipes are from a church camp, and permission has been given to pass them along to you.

Remember, recipes are only starting points...tweak them and make them your own. Enjoy!

Looking forward to meeting you and making new friends!  
Diane Fisher



[http://www.businessweek.com/smallbiz/content/jan2010/sb20100125\\_784552.htm](http://www.businessweek.com/smallbiz/content/jan2010/sb20100125_784552.htm)

<http://www.npr.org/templates/story/story.php?storyId=1138314>

<http://kitchenincubator.com/>

[http://www.americanoutback.net/events/culinary\\_events.php?gclid=CKb969L89MECFUkQ7Aod6BEAKw](http://www.americanoutback.net/events/culinary_events.php?gclid=CKb969L89MECFUkQ7Aod6BEAKw)

<http://ceochef.com/>

<http://pauldingandco.com/>

<http://www.foodplayground.com.sg/team-building.html?gclid=CMfEwM7-9MECFUEV7AodImUAtQ>

<http://homecooking.about.com/od/holidayandpartyrecipes/a/crowdcooking.htm>

<http://www.razzledazzlerecipes.com/quantity/>

<http://farmflavor.com/category/recipes/theme/group/>