

UC Cooperative Extension Cottage Foods

Baked Goods

Presented by Chef Val Renzoni
Renzoni Family Farm, Georgetown



UC Cooperative Extension
CE Cottage Foods



Allowable Baked Goods

Approved Baked Goods Food Products List (May 7, 2014):

- Baked goods, without cream, custard, or meat fillings, such as breads, biscuits, churros, cookies, pastries, and tortillas.
- Dried pasta.
- Dry baking mixes.
- Fruit pies, fruit empanadas, and fruit tamales.
- Granola and trail mixes.
- Waffle cones and pizelles.
- AND Buttercream frosting, buttercream icing, buttercream fondant, and gum paste that do **not** contain eggs, cream, or cream cheese.



Market Outlook

- Cottage foods are niche products of particular interest to consumers desiring locally produced foods.
- The demand for local, homemade baked goods is high, in part because consumers often value ‘homemade quality’ but feel they don’t have time to bake their own products.
- There are many, many baked products that will attract buyers. Making them healthful will be an added asset to some consumers.
- Using locally grown food products may further enhance consumer interest.



Product Possibilities

- Become a judge of the products that you want to consider marketing.
- Study the standards for baked products to make sure yours are high quality.
- Products that look good and taste good will usually find buyers.
- But assess your market—
dog biscuits might be the ‘best seller’.



Planning & Production

- Follow good hygienic practices when baking and preparing food:
 - Wash hands with soap and water before, during and after food preparation.
 - Wash your cooking surfaces and the equipment used in making baked products.
 - Storing baked goods in places where they can be kept fresh before the purchase is critical.
 - Keep a diary of the recipes made, recipe variations used, date baked, etc.



Food Safety

- Baked food products are the easiest Cottage Food product to make with the fewest restrictions at this time.
- Baked products are usually high in fat and sugar and have less moisture since they are baked. Therefore, there is less risk of foodborne illness in baked goods than other allowable cottage foods.



Food Safety

- Keeping the food handler clean, and preparation surfaces and equipment clean is the most critical aspect of food safety when making baked goods.
- Storage in an environment that protects the products from infestation of pests and mold is critical. Storage in the freezer or sales quickly following the preparation of the product is critical to preventing foodborne illness or spoilage.

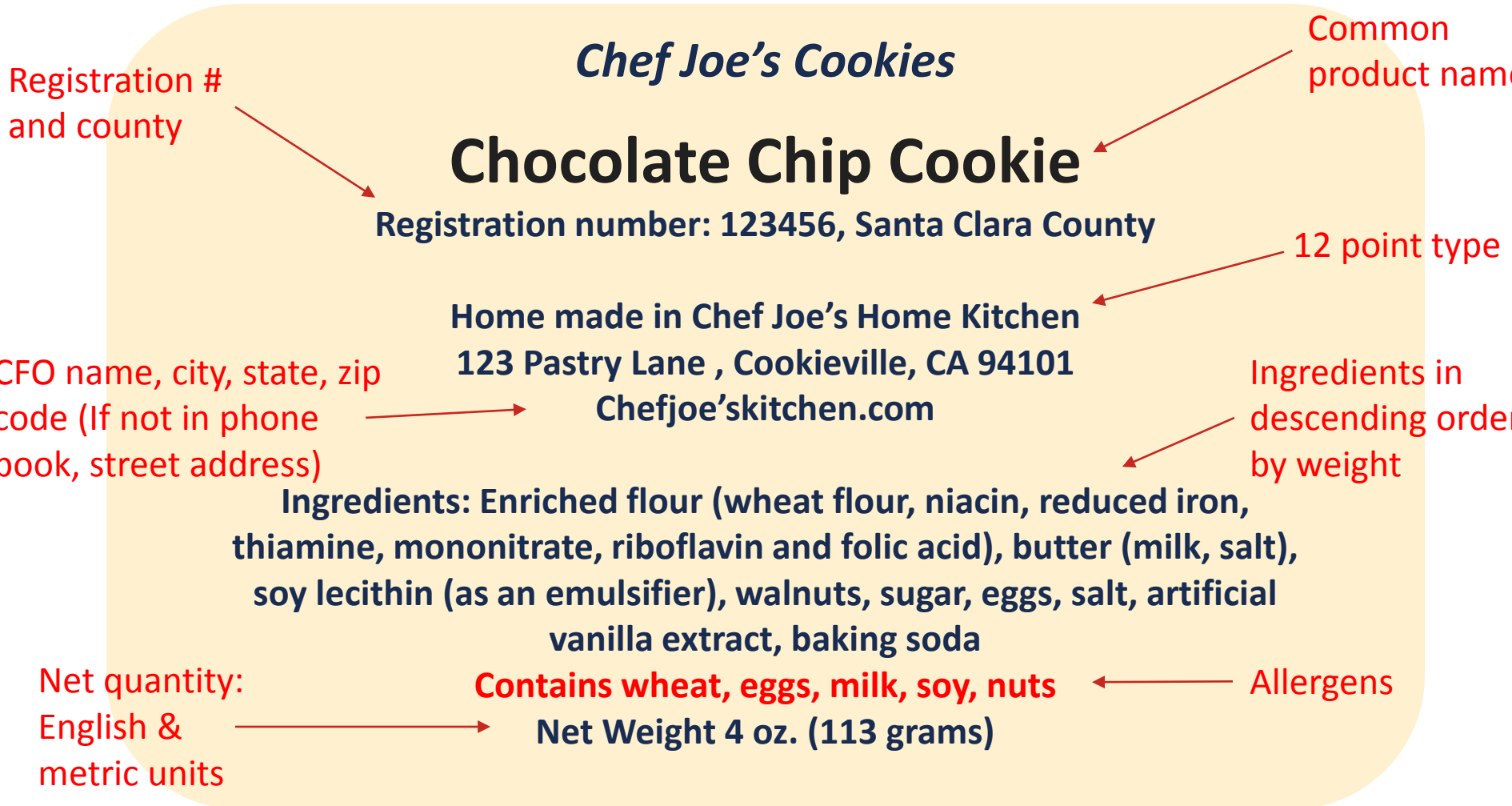


Marketing

- Class A CFOs can sell baked products those related to baked goods at farmers markets, roadside stands, CSAs and to customers.
- Class B CFOs can also sell to retailers.
- Direct sales to consumers will generate greater revenues for the CFOs, but will also involve higher marketing costs. Selling indirect through retailers will earn a lower wholesale price-point but will require less of the CFO's time.



Sample Label



Cottage Food Labels

Must Include:

- Declare any major food allergens:
 - Milk, eggs, fish, shellfish, tree nuts, wheat, peanuts, & soybeans
 - Sulfites for fruit pre-treated with sulfite dip
- Two approved methods:
 - Separate summary statement immediately following or adjacent to the ingredient list, or
 - Within the ingredient list



Storage

- The length of time you can store baked goods depends on the storage temperature and humidity.
- Storage life is shorter at room temperature than in a refrigerator or freezer.
- Room temperature storage encourages the growth of mold. Baked goods can dry out quickly room temperature too.



Resources

- 4-H Foods Judging Guide, University of Nebraska, 2012;
<http://food.unl.edu/documents/4089482/4128861/4-H+Foods+Judging+Guide+2012.pdf/069b3837-6781-4f8e-b72e-78ccbdde8518>.
- Storing Food for Safety and Quality, Pacific Northwest Extension publication number 612, University of Idaho, 2009;
http://extension.oregonstate.edu/fch/sites/default/files/documents/pnw_612_storingfoodforsafetyquality.pdf09.

