

Fred Openshaw Farms Product Reference Guide

Table of Contents

Section 1: Value Add Products 3

Sub Section 1.1: Honeycrisp Apple Cider 3

Sub Section 1.2: Honeycrisp Apple Cider Slushies 4

Sub Section 1.3: Jams/Apple Butter 4

Sub Section 1.4: Freeze Dried Fruits 4

Sub Section 1.5: Dried Tart Cherry Products 5

Sub Section 1.6: Tart Cherry Juice Concentrate 6

Section 2: Apples 7

Sub Section 2.1: Braeburns 7

Sub Section 2.2: Pink Lady's 8

Section 3: Nectarines 9

Section 4: Berries 10

Sub Section 4.1 Strawberries: 10

Sub Section 4.2 Mulberries: 10

Section 5: Vegetables 11

Sub Section 5.1: Watermelons 11

Sub Section 5.2: Red Onions 11

Sub Section 5.3: White Onions 11

Section 6: Reusable Products 12

Sub Section 6.1: Refillable Slushy Cups 12

Sub Section 6.2: Reusable Tote Bags 12

Section 1: Value Add Products

Description:

Value added products are products that have been made from our produce. Most of these products are apple cider, apple cider slushies, jams, freeze dried fruits, and any other products.

Sub Section 1.1: Honeycrisp Apple Cider



- Only squeezed from our honeycrisp apples.
- Must be refrigerated.
- Can be out on display for 2 hours and then has to be put back in refrigerator.
- There is no added sugar in our apple cider.
- Apple Cider is pasteurized.
- Can last about 2 weeks in the refrigerator and about a year in the freezer.
- The apple cider is only sold in ½ gallon jugs.

Sub Section 1.2: Honeycrisp Apple Cider Slushies



- Similar to our Honeycrisp Apple Cider.
- Except
 - o Only comes in 12 oz disposable or reusable cup.
 - o All we do is pour the ½ gallon of honeycrisp apple cider into the slushy machine.

Sub Section 1.3: Jams/Apple Butter

- Jams are made from our fruit.
- The jams and apple butter flavors we offer are strawberry, peach, cherry, pear, and honeycrisp apple butter.
- The jam is processed by Hobble Creek Homemade in Springville, Utah.

Sub Section 1.4: Freeze Dried Fruits

- Freeze dried fruit is made from our fruit but dried and packaged by 32 Bellow Freeze Dried Treats in Springville, Utah.
- The type of freeze-dried fruit that we have available is freeze dried honeycrisp apples, and peaches.

Sub Section 1.5: Dried Tart Cherry Products



- The dried tart cherry come in 5 lb bags.
- They're made from our tart cherries and processed through the Coop that we're apart of.
- We offer regular dried tart cherries, and milk and dark chocolate cover dried tart cherries.
- Dried tart cherries all have some added sugar to them because of the way the tart cherries are stored after they're harvested and pitted.

Sub Section 1.6: Tart Cherry Juice Concentrate

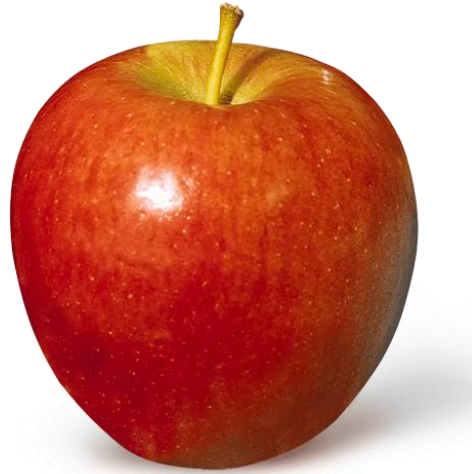


- Tart cherry juice concentrate is similar to the dried tart cherry products in that it's squeezed from our tart cherries and then processed through the Coop that were a part of.
- The concentrate does contain some added sugar.
- The bottle holds 32 ozs of tart cherry juice concentrate.
- There is about 32 servings per bottle.

Section 2: Apples

- With all of our apple varieties they're not organic.

Sub Section 2.1: Braeburns



- This apple variety has a sweet-tart flavor to it.
- This variety is good to eat fresh.
- This variety is also good for cooking with since it keeps its consistency during cooking and baking.
- It can be squeezed for apple cider.

Sub Section 2.2: Pink Lady's



- Pink Lady apples has an initial tart taste with a sweet flavor that follow afterwards.
- This apple is good to eat fresh.
- It also can be used in cooking as well since it keeps its texture well during meal prep.
- As well this apple is great to be cut up for salads or for apple slices because it won't get brown as quickly as other varieties.

Section 3: Nectarines

- Nectarines are not organically grown.
- Nectarines we grow have a yellow interior.
- They're sweet and good to be eaten fresh.
- They're like peaches except that they don't have any fuzz to them.



Section 4: Berries

Sub Section 4.1 Strawberries:

- The strawberries are from a farm in the central valley of California.
- This farm sends us product earlier in the summer when we don't have our fruits crops on. Later in the year we send them some of our crops later.
- We get their strawberries when there is too much for them to move on their own. So that their strawberry plants can continue produce.

Sub Section 4.2 Mulberries:

- Mulberries are off of our farm.
- We'll have them for 1 to 2 weeks.
- They have a good balance of sweet and tart flavor to them.
- They can be used as an ice cream or sorbet topping, baked goods, pies, and beverages.
- They are also a good substitute for blackberries as well.

Section 5: Vegetables

Sub Section 5.1: Watermelons

- When picking out a melon for a customer you can look for the following.
 - The green striping on a melon should be a dark green and the lighter striping should be almost be a creamy light yellow color.
 - A rounder melon will typically be sweeter.
 - Also, a good melon when you tap on it will sound like you're bouncing a basketball.
 - On each melon there'll be a spot where it has be lying on the ground the color of this spot should be a light creamy yellow color.
 - Last thing to look for is if the stem on the melon is brown then it'll be nice and ripe.

Sub Section 5.2: Red Onions

- Fresh red onions are sweet, slightly spice to the taste, and give off a pungent aroma.
- Once cooked they become more mildly sweet instead.
- Red onions are suited best for both eating fresh and cooking with.
- They're good for grilling, roasting, braising, caramelizing, and pickling.

Sub Section 5.3: White Onions

- White onions are crunchy, tender, and have a mildly sweet flavor.
- They also have a very pungent aroma to them.
- White onions are good to eat raw or they can be cooked the following ways.
 - Roasted
 - Grilled
 - Sautéed
 - Fried

Section 6: Reusable Products

Sub Section 6.1: Refillable Slushy Cups

- Refillable slushy cups hold 12 ounces.
- The refillable slushy cups are \$10 a cup.
- If a customer brings back their refillable slushy cup they get a slushy refill for \$3 throughout the farmers market season.
- With the refillable slushy cup it also comes with a reusable straw as well.

Sub Section 6.2: Reusable Tote Bags

- Reusable Tote Bags are \$10 a bag.
- With the bag if the customer brings it to the market to use it to get product throughout the rest of the season, they can get a dollar off their purchase.