

Freezing Produce for a New Market: Sharing the lessons learned from Determining New Market Channels for Local Producers

An Integrated Research-Extension Program Targeted Toward Determining New Market Channels for Local Producers

Photo Journal of the Project from production runs in 2019 and 2020



Project Team



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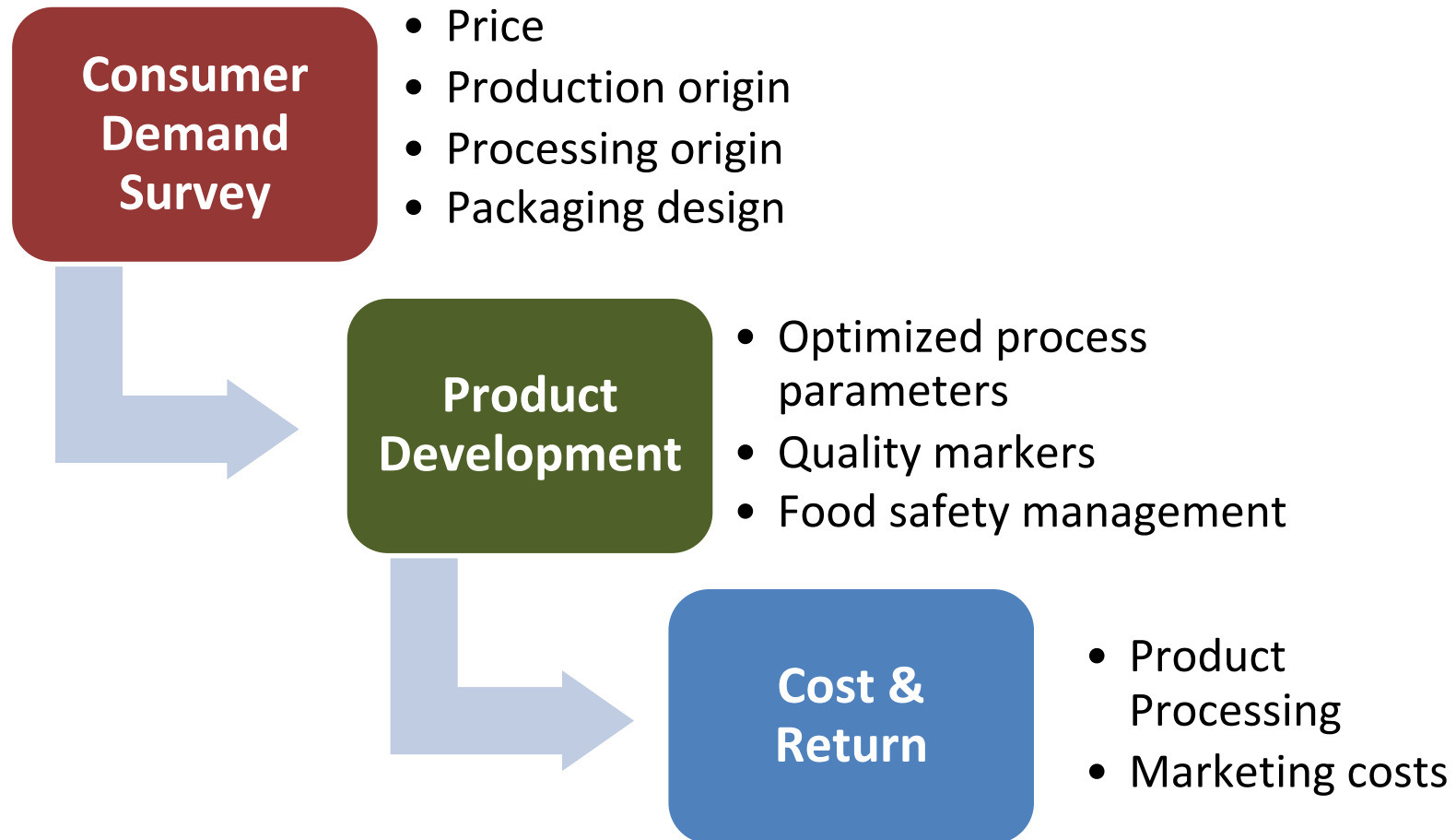
Hypothesis

Local produce can be profitably grown and processed (frozen) for off-season retail sales.



- Consumers have higher *willingness-to-pay* for locally produced and processed frozen foods
- Costs of producing safe, high-quality locally grown and processed frozen foods will not exceed consumers' *willingness-to-pay*.

Key Objectives



Production trial evaluating different time & temperature conditions



Monitoring the
production times
(to help calculate
cost/return
analysis)



Sample of a frozen
spinach retail
package



Sample of a frozen retail blueberry package



Operation team processing blueberries



Plant Trial: Investigating optimal process conditions



Plant Trial: Investigating optimal process conditions



Prototypes: Retail frozen blueberries



Pulling quality assessment samples for R&D



Spinach Washing



Blanching & Cooling



Blanching & Cooling



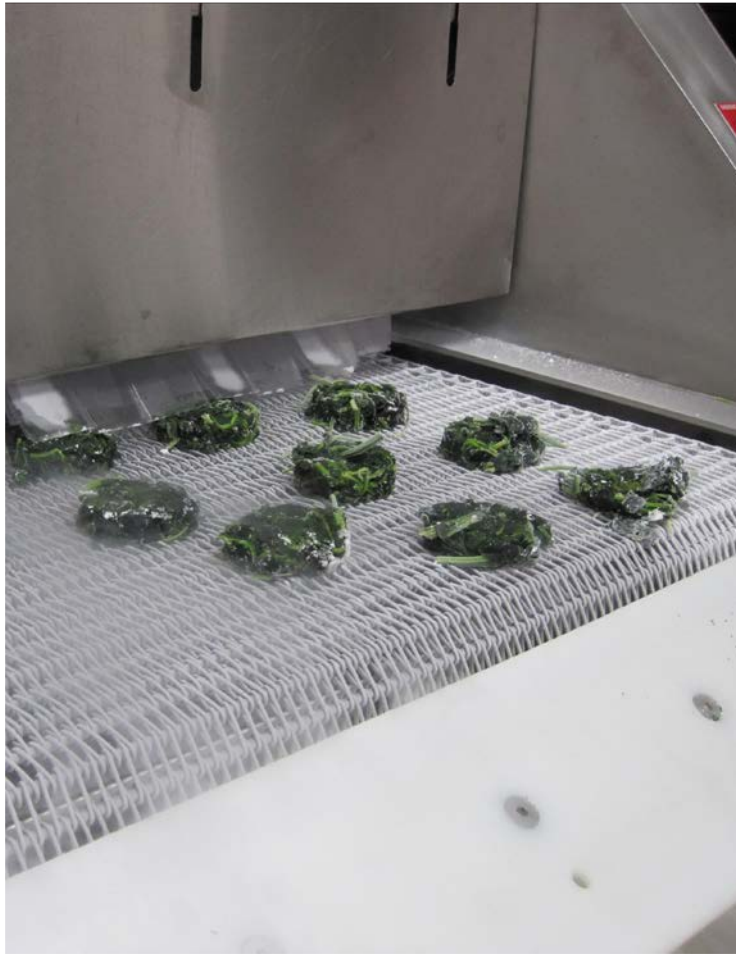
Spinach Loading on the IQF Belt



Spinach Loading on the IQF Belt – “Free Form”



Spinach Loading on the IQF Belt – “Formed”



Product Fines in the IQF Undercarriage

