VIRGINIA TECH

Selling Your Seafood Catch at the Farmers Market

ABIGAIL VILLALBA

Extension Specialist

Virginia Tech – Seafood AREC

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VIRGINIA AGRICULTURAL EXPERIMENT STATION
VIRGINIA SEAFOOD AGRICULTURAL RESEARCH AND EXTENSION CENTER
VIRGINIA TECH

Objectives

- Virginia Seafood Industry Highlights
- Application Process for selling seafood
- Food Safety Practices at Farmers Markets

Virginia is the largest seafood producer on the Atlantic coast **(3rd largest in the nation)**

Economic Value

>384 million pounds

>$183 Millions

Main Ports

- Reedville
- Hampton Roads Area

Direct market food sales

- Farmers Market
- Roadside Markets
- On-farm stores
- U-Pick Operations
- Community Supported Agriculture (CSA)
- Mail order, online/internet

Photo provided by Virginia Sea Grant

Most of these foods fall under state regulations and must be inspected

Decide what seafood products you want to sell at the farmers market

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- Whole or dressed fish and fillets
- Scallop meat
- Live oyster, clams and mussels
- Shrimp

Cooked products

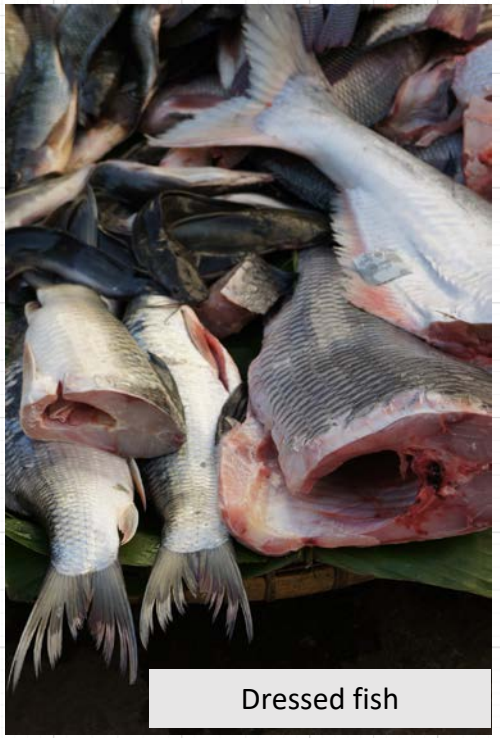
- Cooked Blue crabs
- Cooked crab cakes
- Soups

Prepackaged products

- Crabmeat
- Soups
- Packed shucked oysters

Aquaculture Shrimp

Cooked Blue Crabs



Dressed fish

Cooked Crab cakes

Photos provided by Virginia Sea Grant

Familiarize with State Regulations

- Most seafood fall under state regulations and must be inspected
- Require apply and obtain a license from VDACS

  https://www.vdacs.virginia.gov/dairy-kitchen-food-services-businesses.shtml
- Type of licenses
  - Home Kitchen
  - Commercial Kitchen
- Training

Dressing fish at home for sale at FM. Photo provided by Virginia Sea Grant

Selecting a Farmers Market

- Virginia Department of Agriculture and Consumer Services (VDACS)
  - https://www.vdacs.virginia.gov/vagrown/frmsmkt-farmvend.shtml
- Virginia Farmers Market Association
  - https://vafma.org/tips-for-recruiting-vendors-for-your-market/
- Virginia.org
  - https://www.virginia.org/farmersmarkets

Food Safety Practices Transporting and Displaying Seafood to the Farmers Market

General Food Safety Practices

- Keep cold foods cold
- Keep hot foods hot
- Cook at the right temperature
- Keep products separated
- Keep food equipment cleaned and sanitized
- Follow personal hygiene practices
- Obtain seafood from approved sources

- **Serve Cold** 41°F or below
- **Serve Hot** at least 135°F
- **Cook** to at least 145°F
- **Reheat** to at least 165 °F

Food Safety Practices: Transporting seafood

- Storage space in **vehicle is clean**.
- Cleaned and sanitized coolers and containers
- Use separate coolers for raw and cooked products
- Adequate amount of ice
- Use a thermometer

Food Safety Practices: At the market

Photo provided by Virginia Sea Grant

- Gloves, Tongs
- Food grade containers
- Calibrated Thermometer
- Food grade Bags
- Coolers with Ice
- Certified scale (if you are weighting product)
- Signage
- Information on product and uses, recipes

Food Safety Practices: Display product at the farmers market

Photo provided by Virginia Sea Grant

Food Safety Practices: Display product at the farmers market

Photo provided by Virginia Sea Grant

Selling pre-packaged products

- Product needs a label
  - Name of product
  - Net Weight
  - Name and address of processor
  - Ingredients**
    - If more that one ingredient

**Please refer to the VDACS application for details

Can I cook and serve seafood at the farmers market ? Depends on the farmer market rules

- **Cook** to at least 145°F
- **Reheat** to at least 165 °F
- **Serve Hot** at least 135°F

Can I provide samples? Depends on the farmers market rules

Thank You