

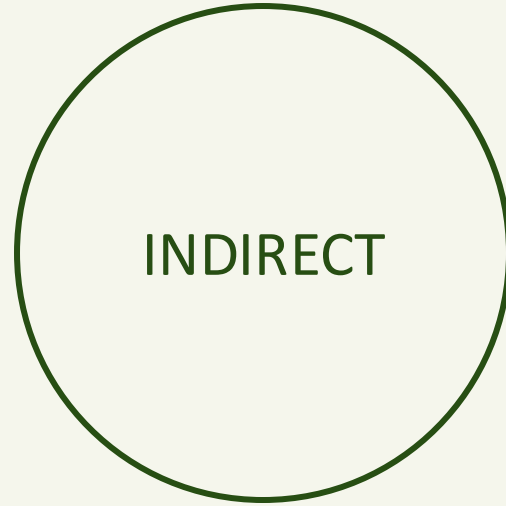
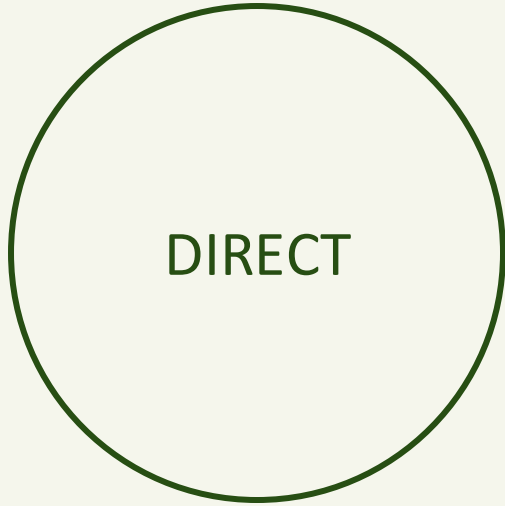
A Look Into Value Added Agricultural Offerings

with Brad Isnard, Farm Manager,
Bishop's Orchards | Guilford, CT





Two Types of Value Added



Direct Value Added

Value-added farm products are raw agricultural products that have been processed or modified to increase their value or shelf life.

Examples Include:

Jam, yogurt, sausage, sauce, bee products, perennial flowers



Direct Value Added

If you're looking to make your products in house...

Reach out to your local health department, they will direct you to they types of licensing you will need



Bishop's
Direct Value
Add



Bishop's
Direct Value
Add



More Bishop's Examples...

Frozen Fruit/Vegetable

Use of items in prepared foods



Indirect Value Added

An **indirect value** add for a farm refers to benefits or enhancements that improve customer experience, community engagement, or operational efficiency without directly involving the core products (like fruits, vegetables, or livestock).

These additions create **loyalty**, **strengthen brand reputation**, and contribute to **long-term success**.



A Changing of the Times...
Today's Agricultural Challenges
as a Small Farm

Pomologists Fight To Survive Cost, Tax, Land Bites

By LYNNE DELUCIA Reporter
GUILFORD — The caravans of pickup trucks seen around town last week, were part of a mid-summer gathering of the state pomologists — apple growers.

The apple growers, all members of the Connecticut Pomological Society, gathered at the fourth largest apple orchard in the state — the B. W. Bishop and Sons orchard on Route 1.

Over 175 members, their families, and friends met with several state environmental experts and discussed such things as the antibiotic which cures the Y disease in peaches, the fungus known as phytophthora cactorum which causes collar rot of apples and the chemicals recently discovered which control bugs.

The day started with a pickup truck train through the 200 acres of apple, peach and pear trees. The farm land owned now by the Eugene Bishop is a total of 220 acres of which some is used for strawberry and blueberry patches, hay, vegetables and storage bins.

The tour through the farm country was led by Bishop, now operator of the 110-year-old orchard. The farm was bought in 1871, by Walter Goodrich Bishop and nine years later he started a few apple trees that became the basis of today's enterprise. Some of the original trees planted back then are still alive and producing some of the \$1.00 bushels of apples harvested annually.

The original "father apples" of the orchard are slightly taller and larger in width than the ones that came later.

While traveling along the matted grass path, Bishop

pointed out the different growing densities he has used in his orchard.

At one time only 150 to 200 apple trees were planted on an acre. Because of skyrocketing taxes and production costs, the owner has been forced to double his density growth in order to make ends meet.

This year 400 new dwarf apple trees were planted on an acre of land at the farm. The trees were planted in order to supplement those which have been lost over the past several years. Control of diseases, which kill trees in large numbers yearly, isn't one of Bishop's biggest problems, he said. Considerable number of his trees are knocked down during severe thunder and lightning storms.

"Skips occur yearly," he said, "so it is necessary to plant a new orchard every five to 10 years in order to keep production up." The "skips" that Bishop referred to means places where trees have fallen and an empty spot is left.

With harvest beginning July 1, the orchards were full of Puerto Rican males busy hand-picking apples.

Bishop explained that yearly the men come here by boat to work in the fields. They live in a house on the orchard property. Some of the men have been around a long time, Bishop explained, and one man came back this time for his 20th harvest year.

Bishop explained that he has hired these men for harvesting, rather than local people, because they are more dependable.

"At harvest time, we need men there daily to pick those apples, and in the past, I have found that local people you just can't depend on."



While conducting a tour of his apple orchards, Eugene Bishop, owner of the B. W. Bishop and Sons orchard stops along the way to pick a few apples.

These people come in July and make a tree home until October. Then they go back to Puerto Rico and return the following summer.

Most of the workers bring their male offspring with them to help in the fields, added Bishop.

About 15 acres of hay is grown yearly for the orchards, Bishop said, as the truck moved toward the hay in placed around the stump of the trees in

the state, which can be obtained at any information center along the Connecticut turnpike.

Their main goal is to promote and keep alive farming — fruit growing in particular — in the state.

Bishop said the state taxes on farm lands has gone up so much over the past few years, that many farmers have been forced to either sell a portion of their land, or the entire acreage, because the cost exceeds their earnings.

Bishop added that most orchards are already suited for residential property, and sometimes if the right price is given a farmer will sell out rather than continue to struggle in his business.

According to Bishop, members of the State Department of Agriculture are presently working on ways to keep the farmers as business, by either buying farmland or buying it and leasing it back to the farmers. The state's goal at this point is to preserve as much farmland as possible.

The fight for saving farmland is nothing new to the Bishop. Back in 1954, 11 acres of the best Bishop Orchard was cleared when the Connecticut Turnpike came through the area. In order to make up the loss, the Bishops purchased land now known as "Woodruff Orchard."

Two years later an adjoining piece of land was bought, which together more than doubled the size of the farm.

After a tour through the farmland, the fruit growers talked of their next steps "in saving land," while they feasted at a chicken barbecue the Bishop's place.

Bishop said there work to be done, so the society publishes a map of orchards located throughout the state, which can be obtained at any information center along the Connecticut turnpike.

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Cost - All Inputs



Labor



Production Limitations



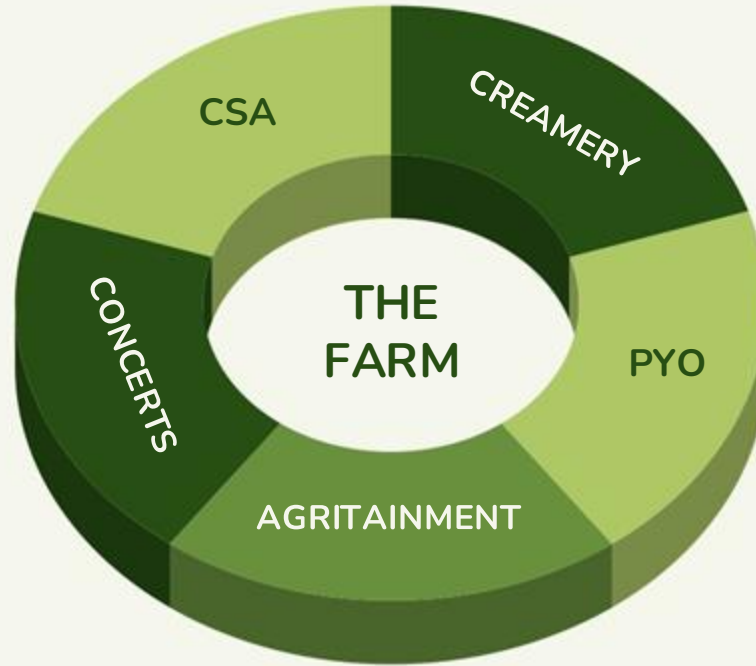
Consumer Usage



Changing Landscape of Retail Market



Bishop's Indirect Value Adds



A CSA Story: Value Added, Who Knew?!

Bringing people to the farm using complementary activities and programs to increase farm profits.

Changing your thoughts on “*who we are*” in order to sustain your farm.



These additions create **loyalty**,
strengthen brand reputation, and
contribute to **long-term success**.

Establishing Value Added

Capturing Value

- Developing the product or program to meet your farm's needs.

Creating Value

- Setting pricing strategies that ensure profitability.

Marketing

- Crafting strategies to maximize exposure and reach the target audience.

They made me do this:
Marketing

Name of product/product positioning

Label design

Retail/Wholesale

Advertising - Print, Digital, Social

Website/ECommerce

Side note: Your 'CSA' email is marketing. Your conversation with a customer is marketing. Beyond selling a product, you are selling a relationship.

brad.isnard@bishopsorchards.com