



Why be concerned?

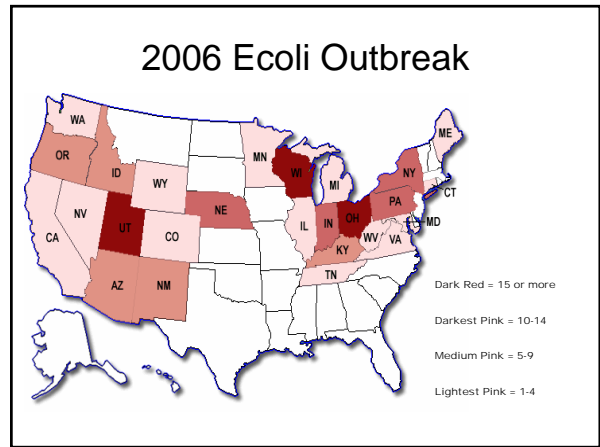




The Safety and Well-Being

- you and your family
- your customers
- your community

Local Food Sustainability

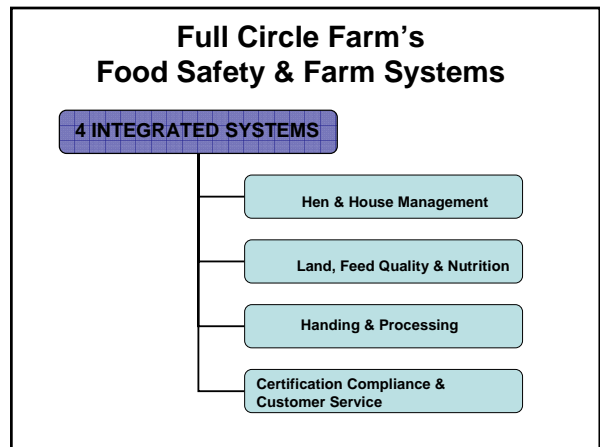
- Reputation of your farm
- Reputation of your products
- Your ability to continue selling ... and making a profit
- Disqualifying for desired certification and endorsements
- Impressions of the general public about locally grown and processed food.

- In 2006, 199 cases from ecoli contaminated spinach
- Deaths of loved ones and community members
- 31 cases of Hemolytic Uremic Syndrome
- 102 hospitalizations

*Few cases reported from direct marketing sources
Local foods easier to track and stop contamination*

FDA, 2006. Protecting Your Farm or Ranch Assets, 2006



Hen & House Management

- Clean bedding weekly
- Deep clean bi-monthly
- Moveable Structures
- Free Range (600 sq. ft per bird)
- Isolation Pen if needed
- Enclosed feed room
- Fresh clean water
- Full access to pasture



Land, Feed Quality & Nutrition



- Pasture Rotation
- Weed management
- Harrow & Mow
- Certified Organic Feed
- Winter Rations;
 - Alfalfa, Grass hay
- Feed Analysis yearly
"Total Available Nutrients"

Handling & Processing

BEYOND MINIMUM STANDARDS

- Winter Egg Collection:
 - 2 ~ 3 times per day
- Summer Egg Collection:
 - 5 ~ 6 times or every hour
- Dedicated Egg Storage
 - No fan = Higher Humidity
- Candling
- 90 + degree wash water
- Eggs Maintained at 34 degrees
- Ice Pack Delivery
- Every Effort for Highest Nutrition and Safe Food Product



"Sell the Best, Compost the Rest"

Diane Green

Compliance & Customer Service

- ISDA Certified 1999
- Yearly Inspections
- Customer Inspections
- Beyond Certified Standards
- Safe Product = Sound Sleep
- Happy Customers = Loyal Customers



Liability: It's more than insurance

- **Uncompromised Food Safety**
- **Integrity with Every Step in Each Process**
- **Solid Reputation even if something goes wrong ~ 100% Guarantee**
- **Credibility**
- **Assurance of Safety to Customers**
- **Solid Foundation for Sustainable Community Food Systems**

Buy local and buy safe





Safe Local Food Choices

Food Safety Practice Builds Trust

And Sustains Local Food Systems

