



# Fall Newsletter

October 2008

## NYSSFFPA Combines with NOFA-NY January Conference

**“Meals Without Wheels: Revitalizing our Local, Organic Foodshed”**

Members of our Small Scale Food Processors’ Association Board are participating in the Planning Committee of the 27<sup>th</sup> Annual Conference of The Northeast Organic Farming Association of New York (NOFA-NY), January 23-25, 2009, at the Rochester Riverside Convention Center. The conference will feature over 80 workshops and 3 keynote speakers. Workshop topics will offer information and discussion for farmers, gardeners, processors, green businesses, food system activists, and children.

On Friday, there will be workshops to explore topics in-depth. We are pleased to announce two half-day workshops with special emphasis for beginning and

experienced processors:

Dr. Olga Padilla Zakour, Director of the Food Venture Center at the NYS Agricultural Experiment Station, will lead one entitled “Producing Value-added Specialty Foods: Formulating for Today’s Market”. This workshop will include the areas of product development, regulations, inspections, and overall business planning and marketing opportunities. Many of you have worked with Dr. Zakour and her staff in Geneva and know how she thinks “outside the box” and is always very helpful.

We are also delighted to bring Leslie Schaller, Director of the Appalachian Center Economic Network (ACE) in Ohio, who has an abundance of information and case studies on small business development. A segment of her presentation will include a follow-up of our well received workshop in 2008 on small scale meat processing and marketing. Ms. Schaller will offer tips and case studies on meat processing businesses with whom she has worked, among many other food processing enterprises.

It is expected that there will also be an all day workshop at the NY Wine and Culinary Center in nearby Canandaigua on Artisan Cheeses and another on Organic Wine Making.

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## President's Corner

On Saturday and Sunday, there will be several other workshops for beginning and experienced processors on topics of marketing, small scale meat and poultry processing (including advocacy for community USDA inspected locations), jams and chutney businesses and more. **The annual meeting of NYSSFPA will be held on Saturday afternoon.**

We join with NOFA to share thoughts and ideas since we have similar goals of

- supporting local food producers
- preserving farms
- building sustainable communities.

Many NYSSFPA members buy ingredients from local organic farms or make organic all natural foods, while many NOFA farmers are interested in value added products to build farm economic viability.

It's already time to make your early bird registrations online at [www.nofany.org](http://www.nofany.org). New and renewing memberships to our association will be accepted at on site registration. It is an exciting opportunity to partner with NOFA-NY, to have access to a diversity of workshops, and most importantly, to network together. The booklet describing all of the workshops and speakers will be mailed to our members in the coming months.

Busy summer days come to an end and fall brings changes in all our lives. My life here in Malone is changing, too. ComLinks will be installing equipment during the fall and winter in the Harvest Kitchen. Once this is done, they will obtain a 20C license so foods can be processed for food pantries in the area. When they are ready, I will again drive through the Adirondacks to do some training in Malone. There is renewed interest in the area for preserving foods grown in rural community gardens.

At the end of September, I came back home in my Kinderhook kitchen. I left my full time job at ComLinks to become a "consultant" focused on freezing and vacuum packaging local produce. I will be putting my knowledge in print to share recipes, product development, supplies and labeling options. Videos will also be created to empower individual home cooks and processors to create simple, frozen whole food products. My kitchen will be available for hands on training in the Hudson Valley and I will also offer off site training throughout the year.

I will be stepping down as President of the New York Small Scale Food Processors Association in January. The Association is looking for more board members, too. If you would like to become more involved, please contact one of the three following nominating committee members;

Alison Clarke, (585) 244-2711 or (585) 394-0864, [accompost@gmail.com](mailto:accompost@gmail.com),

Miriam Haas, (914) 923-4837,

[mhaas@communitymarkets.biz](mailto:mhaas@communitymarkets.biz)

Cheryl Leach, (315) 787-2273, [cal35@cornel.edu](mailto:cal35@cornel.edu).

I look forward to seeing you all at our joint conference with NOFA-NY in 2009.

Anna Dawson  
[annadawson@berk.com](mailto:annadawson@berk.com)

# Hydrogenated vs Esterified oils

## What fat calorie containing foods will you choose to enjoy?

Are you acquainted with Palm Oil, Vream Right, Vreamay Right, Victor Right, Enova and Nutridan? As consumers trying to reduce trans fats in your diet, you may be interested to learn that these are the “new” fats being designed by food scientists to meet your needs and food processors’ needs for a “clean” trans fat free label. What can a consumer do to choose fats that are healthy?

Hydrogenated shortening, high in trans fats, provided wonderful properties for baked products and margarines that ensured 6 to 12 months of shelf life. However, nutrition research found after fifty years of sales that only zero trans fat intake is safe for our health. These “solid at room temperature” shortenings raised LDL cholesterol, lowered HDL and increased triglycerides and inflammation in our bodies. Trans fats were made through a chemical process not found in nature through the addition of hydrogen to vegetable oils.

If you are old enough, you may remember the first time you mixed solid white fat in a bag with a yellow ball of dye to make margarine in the 1950’s. You stopped using lard and butter for baking. The hydrogenated fat was cheaper and easier to use. The final product was acceptable and you trusted the food scientists who created the product. Now that labels require trans fat content revealed, you know better.

Food scientists quickly went to work a few years ago creating new alternatives. Today’s solid fat alternatives include using existing fats that are stable but are high in saturated fats. Palm kernel oil is used with 82% saturated fats or coconut oil with 92% saturated fats. Another trend is to genetically engineer new plant varieties of soybeans and canola to provide oil seeds that have increased stability so oxidation is not a problem for deep fat frying. Other research involves both chemical and enzymatic molecular interesterification of fatty acids on

the glycerin molecule by mixing unhydrogenated oils with fully hydrogenated oils so there is no room for trans fat formation. Or, a more expensive blend can be made of fractionated oils (separating solid fats from liquid fats) with interesterified oils with the addition of gums, emulsifiers and hydrocolloids. Do you wonder if your body will know how to use these fats to grow a healthy you?

One study has indicated that interesterified blends elevate blood glucose levels by 20% while depressing HDL just like trans fats. The health risks and benefits of these new fats are not thoroughly known and no long term data is available at this time.

So, what is a health conscious consumer supposed to do? Most of these highly processed and newly formulated fats are found in the baked goods and boxed snack aisles in the grocery store. Cookies, cakes, frostings, croissants, biscuits, pie crusts, crackers and chips could be left on the shelf and not put in your shopping cart.

You could look at labels with a more educated eye. Saturated and trans fat content percentages are mandatory. Healthier mono and poly unsaturated fats are voluntary nutrients not required on labels. There are no national standards in place for trans fat nutrient content claims. If a serving has less than .5% trans fat, 0% appears on the label. Realize that if you eat more than one serving of cookies, you could be eating more trans fats than you think. Understand that a company’s “clean” label goal with little or no trans fats does not mean that the product contains fats that are healthier for you.

Of course, you could select fats and oils found in nature to enjoy in avocados, olives, nuts and seeds. Or, select baked products like yeast breads that use little fat in their recipes. Organic canola oil or minimally processed olive oil can be used in homemade quick breads and muffins. Replace deep fat fried foods with pan fried foods using small amounts of fat. Small amounts of full fat, flavorful

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cheeses — as little as one ounce per pound of stir fry vegetables — can be a tasty treat. Meats from grass fed animals can be used as flavorings for vegetable stir fries, crock pot meals, whole grain based casseroles and home-made soups. Choose to spend your fat calories on the most nutritious and deliciously satisfying fats that nature can provide. Don't be fooled by the "clean" label game large scale food processors play.

Visit the following processor websites: [www.preparedfoods.com](http://www.preparedfoods.com) and [www.newproductsmag.com](http://www.newproductsmag.com) to learn more about today's new food concoctions. Large scale processors have websites to visit, plus articles and ads in a variety of professional processing magazines. These magazines are free to large and small scale processors.

Anna Dawson  
[annadawson@berk.com](mailto:annadawson@berk.com)  
 (518) 758 7342

### Newsletter Articles Wanted!

Got news in your region? Having an event at your farm? Would you like to be featured in the "Member Profile" section? Please send your article to:

Junko Kanamura  
 1116 East Delavan Avenue  
 Buffalo, New York 14215  
 Fax (716) 896-6791

Or send it via E-mail at:  
[junkokanamura@yahoo.com](mailto:junkokanamura@yahoo.com).

The deadline for the winter issue is  
**December 1, 2008.**

## Advanced Marketing Techniques: Successfully Positioning Your Products in Today's Marketplace

**Date:** Monday, October 27, 2008, 10:00am – 5:00pm.

**Place:** The Villa Borghese, 70 Widmer Road,  
 Wappingers Falls, NY 12590  
 ([www.thevillaborghese.com](http://www.thevillaborghese.com))

Registration begins at 9:00 am,.

The Northeast Center for Food Entrepreneurship, Cornell University Agricultural Marketing and Management Program Work Team and The Understanding & Insight Group are co-sponsoring an Advanced Marketing Techniques: Successfully Positioning Your Products in Today's Marketplace. This is a pre-conference workshop held in conjunction with the 2008 Cornell Strategic Marketing Conference (Oct 28-29).

This one-day workshop will provide an introduction to the marketing research methodologies and techniques used by large national food companies and demonstrate how to adapt them for the established smaller businesses. Agribusiness firm participants will gain a better understanding of their customer and company as they relate to each other and workshop will allow established small and medium food producers to expand their understanding of their personal strengths and weaknesses, learn innovative tools for generating and developing new business ideas, and develop the marketing skills needed to successfully position products in the marketplace. Tools will be provided as part of the workshop that utilize cutting edge techniques in the industry that a business owner can modify to meet one's specific needs and budget.

For More Information & Registration Materials go to:  
[www.aem.cornell.edu/outreach/conferences/strategic\\_marketing.htm](http://www.aem.cornell.edu/outreach/conferences/strategic_marketing.htm).

For more information, contact:

Cheryl Leach, New York State Food Venture Center, 315-787-2273, [cal35@cornell.edu](mailto:cal35@cornell.edu).

## <Member Profile > Brooks' House of Bar-B-Q

What do passion, consistency and dedication have in common? Brooks' House of Bar -B-Q in Oneonta, NY knows that this is the recipe for success. The proud third generation owners, Ryan and Beth Brooks, have expanded the business their grandparents started, while carrying on the same values. Two of their products, Brooks' Original Bar-B-Q Sauce and Brooks' Chicken Sauce, were recently named AOL's Top 25 Best Bar -B-Q Sauces. Both sauces are the originals since the family began operation in 1951.

This successful BBQ sauce business has its roots in a poultry farm. Griffin Brooks graduated from the Agricultural and Technical College at Delhi in 1940 with a degree in animal husbandry. After he married Frances McClelland, who majored in food management at Delhi College, they purchased her father's poultry farm in Stamford where they raised chickens for eggs and meat. They had a retail store on the farm and supplied local stores with dressed and packaged poultry and eggs. In 1951, they started their first catering business locally. By the mid 1950's the Brooks family was catering local barbecues from April to the end of September. They also held barbecues at their farmstead on Saturday nights during the summer.

In 1958, the Brooks family began operation of a concession stand at the miniature golf and driving range connected with the Del-Se-Go Drive-In. Griffin and Frances shared a dream of someday owning their own restaurant. The dream finally came true when they leased land on Route 7, near the present location and built the first Brooks' House of Bar -B-Q Restaurant. This restaurant opened on June 10, 1961, with a seating capacity of eighty and approximately fifteen employees.

In 1965, the Brooks' realized they needed a more spacious dining room and food preparation area as their restaurant and catering business grew.

They purchased Ralph Halcomb's farm and built the present restaurant. It has a seating capacity of 300 and has the largest indoor charcoal barbecue pit (38 feet in length) in the East. During the peak of the summer season, about one hundred people are employed at the restaurant and for the catering business.

In 1975, Griffin and Frances sold the restaurant to their son John and his wife Joan. John graduated from Delhi Tech with a degree in Hotel and Restaurant Management. The restaurant and catering business grew along with the growth of the colleges in the area. Most of the catering is done within a 100 mile radius from the restaurant, but we have been as far away as Sands Point Park and Reserve on Long Island and at the Saratoga Performing Arts Center for the Newport Jazz Festival. At one outing alone, 4,500 people were served at the Kingston I.B.M. Corporation.

In 2005 John and Joan sold the restaurant to their son Ryan, a 1996 Restaurant Management graduate of RIT, and his wife Beth. With the increased popularity of their sauces, Ryan and Beth Brooks envisioned a new state of the art processing and bottling plant that would allow customers to be able to watch the production process. Generations Gift Shop features 28 feet of viewing glass directly into the new facility. Customers are able to enjoy an old fashioned ice cream cone, browse through the gift shop and observe the production and bottling line. Brooks' online store as well as the growing number of distributors, retail and grocery store chains has created new jobs and has kept the bottling plant busy.

Ryan and Beth are proud to be the third generation to carry on the family business. Their goal is to continue the traditions, values and the great customer service that started in 1951.

To learn more, visit their website;  
[www.brooksbbq.com](http://www.brooksbbq.com).

# Mentoring Success

## Thanks to her mentor, Maggie is now in business

As I strolled through the bustling Canandaigua Farmers' Market on a sunny autumn morning, I met Pam Masterson, a small scale food processor who sells her products at the market. Pam has manufactured her own line of vinegars, relishes and granolas, under the label Canadice Kitchens. Beaming widely, Pam said, "I have to tell you about a successful mentoring experience. I've been talking on the phone for over a year with Maggie Brewer, and she is now in business!" I couldn't wait to talk with Maggie. From her enthusiasm over the phone, I knew her business must be doing well.

About two years ago, Maggie's family urged her to begin selling the wonderful pepper mustard she'd been making and giving away to family and friends to rave reviews. At first she considered making it herself in someone else's certified kitchen. Eventually she located a co-packer to process the mustard for her but since he would not be able to schedule her product until December, she had to grind and freeze her peppers and it just wasn't the same. Then she met Allison Sacheli who makes a successful line of onion jellies and other products from onions grown on her husband's farm. Allison recommended she contact the Food Venture Center at the NY Agricultural Experiment Station for technical assistance with developing shelf stable product. Eventually, through networking, she met Pam.

Maggie couldn't believe how welcoming and helpful Pam was. She invited Maggie and her husband to visit her certified kitchen. Pam explained that it is not difficult to set up a certified kitchen within a home kitchen.

She spent several hours going through the steps of production and the importance of complying with Federal and New York State requirements. This was followed by phone calls from Maggie asking questions about labeling, product codes and more.

Maggie's husband and other family members are enthusiastically involved in her new business venture, which she has named The Mustard Seed 'N' More. Recently, Maggie accompanied her husband to the Department of Environmental Conservation's Outdoor Show. While there she gave free jars of Maggie's Hot Pepper Mustard to the folks running the Buffalo Burger stand and to the Webster Homemade Sausage for sampling with their products. Their customers loved the product and Maggie spent the day selling mustard to other attendees - a total of 100 jars!

When I mentioned that I can't eat "hot stuff", Maggie immediately told me that there are 3 varieties of Maggie's Hot Pepper Mustard, hot, medium and mild.

When Maggie heard some of the offerings of our NY Small Scale Food Processors Association, she immediately saw the advantages of joining. We had a funded mentoring project a few years back, and perhaps this is time to make it a permanent program of NYSSFPA. If others are interested, let us know.

We will have a table at the upcoming NOFA-NY conference (see front page) and member products will be displayed. Look for Maggie's Hot Pepper Mustard.

Alison Clarke

## Mountain Rise Erupts at Right Time: Made in Rochester

The above was the title of the article in the Sunday, August 10, 2008 piece in the Democrat and Chronicle, Rochester. It starts: "The story of Mountain Rise Granola is a little like that saying about one door closing and another opening. Glenn Litwiller of Naples, Ontario County, was laid off from his engineering sales job in 2001, the same year that TV's Food Network featured Mountain Rise Granola on its "Food Finds" show."

I first met Glenn and Marcia Litwiller in the late nineties. They were an herb and vegetable farm, and some of us joined their small Community Supported Agriculture to make the direct consumer-farmer connection. Marcia developed a granola which used all organic ingredients including eggs from their own chickens. She initially put it in glass jars to sell with her produce at the Farmers Market as a value added product especially in seasons when produce was slim.

Now granola is 90% of their business and is marketed in 250 stores around the country.

I found three attractive bags at Wegmans, including two which were vegan with no eggs. It is chunky and has no fruits or nuts, a great product for family members with allergies to nuts and dried fruit preservatives (and better for us oldsters who can't chew as well!). All are USDA certified organic.

Marcia used to cook it up in the house and stack shipping boxes in every space. Now they have a pole barn containing a commercial kitchen and storage space for pallets of ingredients and boxes of packing supplies.

The whole family keeps busy. "The 50,000 to 70,000 bags of granola they sell each year suggest they've hit on a recipe other people enjoy, too."

Alison Clarke

## Another Business Success - Nunda Mustard

Midst the late summer and fall busyness at fall festivals, we received exciting news that the Smokey Maple Golden Ochs Mustard will be used by Hartsman's Old World Sausage in a gift basket marketed through Wegmans Natural Foods.

Wendy Ochs, a regional contact for our Finger Lakes Region, is producing this mustard as well as her many other prize-winning mustards as fast as she can get them out for distribution. Thanks to Cindy Sanders, staff

person at Nelson Farms, who marketed PRIDE of New York products at the State Fair PRIDE Market, this fine mustard line sold well at the Fair as well.

And the frosting on the cake was publicity of the Naples Grape Festival featuring Ron Ochs, Wendy's partner, selling their products.

# Dream A Grape Discovery Center

"Set your dreams and goals high enough. You can scale them back if you have to!" Good advice last winter to the Concord Grape Belt Heritage Association from a New York State Senator. And now Senator Catharine Young, Chair of the New York State Senate Agricultural Committee, is helping us to achieve our dream of a Grape Discovery Center for which she encouraged us to set high goals. Senator Young announced that she has secured \$1.05 million to initiate the project which is seen as a major investment in economic growth in the grape belt.

The dream of a Grape Discovery Center has been one of the strategic goals of the Association since the organization came into existence. Plans were taken to a new level after Board Member David Momberger visited the Cranberry Discovery Center in Wisconsin and brought back information on their project and experiences. We developed a Concord Grape Belt Discovery Center Concept Plan and began exploring how we might finance the project.

We are in the process of finalizing a location for the Grape Discovery Center having explored 'used' and 'build new' options. We will continue to refine our plans for the Grape Discovery Center and ideas and suggestions are welcomed. Of course a key part of the Grape Discovery Center will be the educational displays which will educate about the past and present grape industry as well as the communities, heritage and culture of the grape belt region. We hope that the educational displays are inter-active and appeal to both youth and adults.

The Grape Discovery Center will also serve as the Concord Grape Belt Heritage Area

Visitors Center. All New York State Heritage Areas are required to have a Visitor's Center and the state provides signage on major highways to the Visitor Centers. The development of the Concord Grape Belt Heritage Area's Management Plan will begin in earnest soon with the collaboration of the Town of Westfield and a State Department Grant.

We will have to make the Grape Discovery Center a self-sustaining facility and thus anticipate a significant gift shop and merchandise of local products to generate income. We also hope that the Grape Discovery Center can serve the communities with a place for small meetings, lectures and other events.

Additional funds will be needed to move beyond Phase I of the project and so additional grants and fund raising efforts will be pursued. You can become involved in this exciting project right now by becoming a member of the Concord Grape Belt Heritage Association. Visit our website [www.concordgrapebelt.org](http://www.concordgrapebelt.org) or send me an email at [and4833@windstream.net](mailto:and4833@windstream.net).

Andy Dufresne Executive Director  
CGBHA



## Better Process Control School - For Acidified Foods Only

The New York State Food Venture Center, Department of Food Science and Technology at Cornell University, Cornell Cooperative Extension of Saratoga and Washington Counties, and NYS Dept. of Agriculture and Markets, among others, are sponsoring the Better Process Control School (BPCS) for acidified foods only. This school satisfies the training requirements specified in both the FDA and USDA regulations for ACIDIFIED FOODS ONLY. It is designed to provide additional information and focus on critical issues that affect acidified foods production.

**DATE:** Monday and Tuesday, November 17 and 18, 2008. 8:00 AM - 5:00 PM.

**PLACE:** CCE Saratoga County, Saratoga County Building #5, 50 West High St., Ballston Spa, NY 12020

Contact Nancy Long: phone: (315)-787-2288, Fax 315-787-2443

**FEES:** A registration fee of \$400 per person covers this two-day Acidified Foods Program.

**INSTRUCTORS:** Dr. Olga Padilla-Zakour, Associate Professor of Food Processing and Director of NYS Food Venture Center.

Dr. Randy Worobo, Associate Professor of Food Microbiology, Cornell University.

Both professors have vast experience and knowledge of food regulations, processing and safety. They are recognized Processing Authorities who educate and assist food entrepreneurs and food companies as part of Cornell University's land grant mission.

## Buy and Sell

### Business for Sale

Small sweet and savory preserves processing business, wholesale and retail, with awesome local reputation and national customer base. Huge potential for expansion. See [www.paumanokpreserves.com](http://www.paumanokpreserves.com). Serious inquiries only. Call Joan Bernstein (631) 878-0619 or e-mail at [jbernstein@paumanokpreserves.com](mailto:jbernstein@paumanokpreserves.com).

### For Sale

Kook-E-King, Manual Cookie Press with 4 dies. If new \$3357, barely used \$900.

Vacuum Seal machine, Table top (can seal 2 bags at a time) Mini-Pack Torre MU311E21. If new \$2025.00, used \$800.

Also vacuum seal bags:

8 1/2" x 11" package of 200, \$15 per package, 5" x 7" package of 200, \$12 per package.

Contact Kathrine Gregory (212) 452-1866, or [MiKitchen1866@aol.com](mailto:MiKitchen1866@aol.com) for more information. Equipment is located in Long Island City.

### Used Equipment

For restaurants and kitchens; freezers, coolers, 3-bay sinks, ovens, flyers and more.

Marchanese Refrigeration

495 Rt. 54

Penn Yanm NY 14547

(585) 526-1073

Do you have something you want to sell or buy? Or are you looking for a ride to our next conference in Rochester in January? Let us know and we'll spread the word. Send the information to:  
[junkokanamura@yahoo.com](mailto:junkokanamura@yahoo.com).

Small Scale Food Processors Association of NY

P.O. Box 113

Stuyvesant Falls, NY 12173

[www.nyssfpa.com](http://www.nyssfpa.com)

**TO:**



### **SSFPA Board Members**

Anna Dawson, President  
Jeri Woodhouse, Vice-President  
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Alison Clarke, Board Member  
Miriam Haas, Board Member  
Junko Kanamura, Board Member  
Cheryl Leach, Board Member  
Lorene Nans, Board Member  
Joan Reid, Board Member

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Deadline for the winter issue  
of the newsletter:

**December 1, 2008**

Submit articles to: Junko Kanamura  
1116 East Delavan Avenue  
Buffalo, NY 14215

Or E-Mail to:

[junkokanamura@yahoo.com](mailto:junkokanamura@yahoo.com)

Those of you who would rather read this newsletter  
online, please let us know via email:

**[junkokanamura@yahoo.com](mailto:junkokanamura@yahoo.com)**

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If your NYSSFPA membership fee is due,  
a renewal form is enclosed.

Individual membership fee for 2008 is \$30.  
Your membership expiration date is listed  
on your address label.

Consider becoming a board member.  
**Our by-laws require a minimum of  
15 members. Each chapter  
should be represented!**

We need your ideas and energy.