



April 2018 Newsletter

The New York Small Scale Food Processors Association (NYSSFPA) was formed to represent and inform all small-scale food processors. The organization's workshops educate by mentoring, teaching marketing, connecting farmers and processors for value-added production, and guiding food-entrepreneurs in the use of current approved processing practices.

NYSSFPA is composed of the following officers and committees:

President: Kathrine Gregory

Treasurer: Maria Grimaldi

Secretary: Deb Krajcik

Communication Committee: Megan Harris-Pero, Esq. (Chair), Deb Krajcik, Andrew Dufresne, Kathrine Gregory, Beth Linskey

Education Committee: Maria Grimaldi (Chair), Martin Broccoli, Amanda Hewitt, Kimberly LaMendola, Sherry Lantz, Robin Puskas, Stephen Hadcock

Membership Committee: Bob Bleistein (Chair), Chelle Lindahl

Newsletter edits and design by: Bhavna Punjwani, Kathrine Gregory, Megan Harris-Pero

SmallScaleNY@gmail.com

Have a question?

Need some info?

Email us and you will receive a response from one of our board members within 72 hours (remember we are all volunteers and running a business also)

Please add this email address to your contact list to receive our Quarterly Newsletters

Bi-Weekly E-blasts with Time Sensitive Information

CHANGE YOUR ADDRESS? OR EMAIL?

Please remember to let us know so that you don't miss receiving important information.

Send us an email with the update to

SmallScaleNY@gmail.com

MESSAGE FROM THE PRESIDENT

To My Fellow Members,

It has been a few months since we had our annual meeting at NOFA (Jan 19th). It was a pleasure to connect with familiar faces and to meet many new ones. After 3 long days at the conference, I left ENERGIZED when I should have been exhausted. This was due to sharing with so many of you. I heard your stories, we spoke of 'cabbages and kings and so many things'.

The NYSSFPA Annual Meeting detailed our plans for the future but most importantly, showcased our accomplishments for the past year. Until I had made the list, I didn't realize how much the Board had done! My great thanks to them for their support- it is true that there is no 'I' in team. Everyone does a small part and suddenly things happen. But at the Board meeting we had several issues come up which we realized should be on our agenda for 2018- issues affecting you directly or may be only on the periphery. Part of the NYSSFPA mission is advocacy- we may not be able to lobby for change, but we can bring these issues to the attention of those who can make a change. We can discuss the issues with the understanding how it affects the small foodpreneur.

THE RIPPLE EFFECT: A stone thrown into the water causes ripples that spread for feet; each ripple is a bit softer than the one before but no less powerful as a catalyst for change. In organizations like ours the ripple effect is the most important part of who we are and what we can do for each other. The tag line on our banner

Education • Mentoring • Marketing • Connections

refers to the ripple effect. We each affect our environment just like the stone thrown into the water...the outward reaching effects of that stone causes change.

* Education is the stone- quite a splash is created

* Mentoring is the first ripple- a strong and definite pattern is formed there because mentoring is usually a one-to-one connection.

* Marketing is the second ripple- a bit softer but still distinguishable. As we market ourselves, our business, our products we continue to educate our customers.

* Connections is the third ripple- a gentle movement in the water but still visible. Connections are our future, people we meet every day; be they business peers or customers who will gently affect us possibly today or more likely weeks from now.

As we enter the Spring season we need to be aware of the ripple effect. The pools of water are now visible, we can throw that stone and see what happens.

Join me at the start of the growing season-grow yourselves, grow your business, grow our organization.

To your continued success.

Kathrine

Highlights and Reflections From The NOFA-NY 2018 Winter Conference

NYSSFPA was a powerhouse of key participation at the NOFA-NY Conference in Saratoga Springs, New York, this January 2018. The post-event exhaustion may be one reason why our first edition of the newsletter this year is coming to you in April. Maria Grimaldi, our education chair, helped secure speaking engagements for NYSSFPA members. In all, NYSSFPA members and board members, conducted eight workshops at NOFA, including:

- Singer Farm Naturals - Thomas and Vivianne Szulist*
- The Art of Running a Healthy Kitchen Incubator - Kathrine Gregory*
- Food Systems: Adding Value to Local & Regional Economies - Kimberly La Mendola*
- Forever Wild Health Tonics - Jennifer Jubin*
- Financial Health Built on Legal & Social Impacts Lead to Great Outcomes - Megan Harris-Pero, Esq., Beth Linskey and Christine Ricco*
- Value-Added Food Production: Ensuring Food Safety and Working with a Co-Packer - Amanda Hewitt*
- American Charcuterie & Artisan Cheese: On the World's Stage - Jeffrey Roberts*
- From Boats to Beef Jerky - Michael & Tamara Merwin*



Photo of Christine Rico, Beth Linskey, Megan Harris-Pero teaching their workshop at NOFA 2018



Our Exhibition Booth table was also a big hit. Samples were provided by [Singer Farm Naturals](#) of tart cherry juice, [Bleuet Hill Farm](#) of blueberry barbeque sauce, cookies from [Saratoga Gluten Free Foods](#), tonic served with seltzer from [Hedonic Tonic](#) and a selection of jams from [Beth's Farm Kitchen](#). Additionally, Maria Grimaldi encouraged some of our brand new NYSSFPA members [Catskill Brewery](#) and Christine Rico, [CFO on Speed Dial](#) to present at a workshop.

Highlights and Reflections From The NOFA- NY 2018 Winter Conference– Cont'd

We asked our board members: What was one of the memorable moments or lessons from the conference?

"I especially enjoyed the pairing workshop conducted by Chelsea Green author, Jeff Roberts who explained the value of artisan small scale food production by offering samples of locally produced charcuterie, cheese, bread and craft beers." - **Maria Grimaldi**

"My favorite part of the N.O.F.A. conference is putting faces to the member list. We were thrilled to meet Anna Mae Clarke who directed Kim LaMendola, Bhavna and myself to the Saturday Winter indoor Farm Market down the street in Saratoga at what was once a bath house. The other part of the trip that fascinated me, Kim stopped at a Saratoga Spring water station where water was simply coming out of the ground into peoples jugs on a very cold day in the middle of winter. We also met Miriam Haas of Down to Earth Farm Markets. Did you know she is also a fantastic artist? We also met Megan Harris-Pero and her young ladies who were positively charmers. New Board member Bob Bleistein came up from Long Island. It was a delightful conference and we are looking forward to next year." —**Deb Krajcik**

"A government shutdown occurred during the conference and suddenly it seemed about 1/3 of the booths became unmanned. Our booth remained active with sampling and discussions. For me this is an example of how many government groups are involved in farming and food. There are a lot of different opinions and views that can come from that observation. I think it is important to have boots on the ground organizations of people working in small scale food that are collaborating and assisting one another, as occurs in NYSSFPA. We are only as strong as our membership and involvement with one another. I hope all members will be encouraged to get involved- join our Facebook and post your questions, visit our website and email us. Involvement is important for you and for the collective." —**Megan Harris Pero**

"Loved the NYSSFPA annual board meeting- there was so much energy flowing; so many good ideas and the collaboration was exciting to see." - **Kathrine Gregory**

"Yes, I attended the NOFA NY conference and also presented a workshop in the NYSSFPA track. The biggest takeaway for me at NOFA NY is always the peer networking and resource sharing, and this year was no different! I appreciated the format of our annual meeting because it gave me the chance to meet some of the other NYSSFPA board members in a setting that was small enough for good conversation and sharing among us - so much nicer than our phone call meetings throughout the year!" - **Kimberly LaMendola**

"The Charcuterie & Cheese demo." —**Beth Linskey**



MEMBERSHIP HIGHLIGHTS

Recipe for Success Informs Aspiring Food Entrepreneurs in Albany County on March 20, 2018

Stephen Hadcock, Cornell Cooperative Extension's Capital Region resource educator covers six counties in the Capital Region. Among his responsibilities is to focus on market development through adding value to agricultural products. Stephen joined the NYSSFPA Board this year and launched his association with NYSSFPA by organizing a seminar entitled Recipe for Success on March 20, 2018, at the Albany County CCE office in Voorheesville, New York.

Following the format of our Value-Added Institute, the seminar opened with a keynote by NYSSFPA member **Mike Merwin**. Mike shared with great enthusiasm the ups and downs of taking a home recipe for beef jerky, developed when he served in the Navy on a nuclear submarine, to market. Having developed the "best" beef jerky, which Mike's friends assured him he should sell, he began the process of trial and error to do exactly that upon retirement from the military- more than 10 years ago. In January of this year, Mike has successfully produced and is marketing and shipping Crazy Mike's Beef Jerky. Mike stressed that food entrepreneurs should not become discouraged if there are some false starts and mistakes are made. "Learning from mistakes is part of the process", said Mike. Mike show-



Mike Merwin

cased his product and stressed the importance of labeling, packaging and finding the right co-packer to process and package the product correctly. The strategy of developing Crazy Mike's label and brand to set it apart from the rest was explained in detail.

Following Mike Merwin was a presentation by Jason Foscolo of The Food Law Firm which emphasized legal structures to eliminate risk in establishing a food business. **Maria Grimaldi** of NYSSFPA conducted a review of New York State Ag and Markets licensing requirements and regulations on using the word "organic" in labeling. Shannon Prozeller of the Northeast Food Venture Center (NEFVC), a processing authority in Geneva, New York, explained the processes for recipe approval in producing shelf stable products. Stephen Hadcock concluded with the message that it is important to know that "you have a market," and that the most important ingredient for success is to be passionate about what you want to do. Certainly, this seminar was filled with the right ingredients to inspire and inform food entrepreneurs and we look forward to more in the coming months throughout the State. *-Summary written by Maria Grimaldi*

Danny Macaroons is Heading Into Year 8, an Incredible Milestone for Danny Cohen

Had anyone suggested to me 15 years ago that I'd be running a macaroon company for nearly a decade, that was written up in Food & Wine, praised by Martha Stewart, sold in Whole Foods, and led to a [cookbook](#), I would have said that they were nuts. But here we are, cranking out macaroons like crazy. We just moved into a new facility, still up in Spanish Harlem, and came out of our most successful holiday season yet. In all, I figure that we've made well over 1 million macaroons, all by hand. I'm not making a sign that says "Over 1 Million Macaroons Made" yet, but maybe I should.

I doubt you saw it, but back in April I was on [QVC selling macaroons](#) (the video is still up if you want to watch - it was super fun but ultimately cost me a lot of money); over the summer we started working with Whole Foods; then, we started working with Amazon and their Prime Sweets campaign (which is just winding down, but was cool while it lasted).

We also placed 5th out of 38, right behind Levain, in a [chocolate chip cookie competition](#) (featuring all the heavy hitters in NYC and raised like \$30,000 for [She's The First](#))! Not bad for a macaroon.

I also started working to supply commercial customers with French macarons. I've partnered with some great macaron manufacturers (both domestic and international) and have access to fantastic product at different price points. I get so many inquiries from people thinking that Danny Macaroons makes French macarons that I figured we may as well try to broker some transactions.

I really just have one goal for 2018: open up a specialty coffee shop in NYC where we'll bake everything, macaroons included, in-house. (That and getting our Kosher supervision finalized.)

Danny Macaroons, Cont'd

It took the first 5 years to actually understand my business, another year to accept the reality of my business -and then another year-plus to do something about it. Turns out, it's really hard to shift gears while also trying to pull together purchase orders for 15,000 macaroons. Who knew?

Anyway, so the goal is to open a shop this year where we'll be able to sell at retail what really is a retail, not wholesale, product. Then we'll do some R&D work with a contract manufacturer to nail down scaled production of the macaroons in order to continue working with large(r) format retailers like Whole Foods.

This seems like a more sensible - and profitable - way forward. I think you'd agree that there's no real point in personally subsidizing macaroon consumption (through debt, no less), which is what, in effect, I've been doing. That truth was hard to swallow. But, hey, the first step to recovery is acceptance, right? Something like that.

Still playing soccer, though travel has cut into that a bit recently. Hoping to get my act together to get over to Russia for the World Cup this summer, but that whole visa situation seems to be difficult to navigate (especially without tickets to a game). —*Danny Cohen*

Entrepreneur Space's 7th Birthday Party

The Entrepreneur Space, a commercial kitchen and business incubator in Long Island City, celebrated its 7th birthday party with 30 of its businesses providing samples, ready-to-sell products, and marketing materials to its 150 party attendees. The crowd was energetic and excited to taste samples of Brazilian chocolate truffles, Jamaican juice, delicious dumplings, beef-collagen based protein bars, and of course, Tom Zsulist's tart cherry juice, something people came back to for seconds. Deb and I manned our NYSSFPA table, and we showcased several of our member's products such as Kumbha Moon Soap, Newstalgic Foods' jam and cookie pairing, and Farmer's Kitchen's kimchi, and other sauces, along with providing cherry juice samples. We networked with several people that belonged to other organizations, such as the Specialty Food Association and NY Travel Fest. I spoke to at least 20 different people of various food backgrounds who were interested in joining NYSSFPA and Bob Bleistein of Eastern Classic Coverage, chair of our membership committee, made a special appearance and did some networking of his own.

- *Bhavna Punjwani*



Meet the 2018 Board Members

Kathrine Gregory – President - NYC Region

Kathrine of “Mi Kitchen es su Kitchen®” advises non-profits nationwide on how to create and operate kitchen incubators. She is the managing consultant at the Entrepreneur Space a 12,000 sq ft incubator in Queens NY. She has 40 years of experience in the food industry ranging from restaurants to catering and cabarets to natural foods and manufacture.

Maria Grimaldi – Treasurer – Catskills Region

Maria is an educator with a strong background in agriculture, food processing and commercial kitchen development. With a Masters Degree in Community and Economic Development and an advanced degree in Social Entrepreneurship, she helps guide the advancement of NYSSFPA to interact with all sectors of the food community.

Deb Krajcik – Secretary – NYC Region

Deb is a graduate of the Workshop in Business Opportunity. She joined the Roundtable for Women in Food Service in 1998 where she met Kathrine Gregory. She was active in RWF serving as Secretary, Co-Newsletter Editor and contributor and Bursar/Registrar.

Amanda Hewitt – Central Leatherstocking Region

Amanda has worked at Nelson Farms as Product Developer for 14 years. She helps clients and students bring new food products to market and helps them get started in their shared use kitchen.

Andrew Dufresne – Chautauqua / Allegheny Region

Andy retired from Cornell Cooperative Extension after a 33-year career as an Agricultural Educator in Steuben, Jefferson and Chautauqua County where he was the Executive Director. He helped start the Concord Grape Belt Heritage Association, Inc.; the Grape Discovery Center in Westfield, NY and served as its Executive Director and Treasurer 2004–2014.

Beth Linskey – NYC Region

Beth owned and operated Beth’s Farm Kitchen, a jam company using locally grown produce and providing co-packing services. Beth has been a member and board member of NYSSFPA since its inception. The Fulton Stall Market in New York City is Beth’s newest project with Bob Lewis. Beth consults with value-added producers to bring their products to market.

Bob Bleistein – Long Island Region

Bob’s expertise in the food & beverage industry for over 30 years helps Eastern Classic Coverage to work alongside their clients determine their specific needs. Years of industry experience allows him to provide the best possible coverage at a competitive cost. A long-time member of Roundtable of Food Professionals, Bob has been a corporate member of NYSSFPA for the past year.

Chelle Lindahl – 1000 Islands Region

Chelle has been a community organizer for 35 years on both coasts and currently leads the Local Living Venture (LLV), which teaches resourceful living skills for a capable, healthy community. Her work for LLV has been featured many cooking/ nutritious workshops, collaborations with community food hubs/ commercial kitchen projects.

Kimberly LaMendola – Chautauqua Allegheny Region

Kimberly lives in the Olean, NY area and works in regional economic development and food system planning. She provides assistance in connecting small-scale farmers and producers to regional distributive and value chains. She and her partner operate Kumbha Moon Soap Company from their 1890 farmhouse, where they try to live lightly and sustainably.

Marty Broccoli – Central Leatherstocking Region

Martin has directed the Oneida County, NY Agriculture Economic Development Program at Cornell Cooperative Extension, since 2000. As a program specialist, responsibilities included overseeing implementation of the County’s Farmland Protection Program, dozens of initiatives designed to help foster a climate supporting & promoting the retention/ expansion of agriculture businesses within the county.

Megan B Harris-Pero, Esq. – Capital Region

Megan is an attorney and the founder of Harris-Pero Legal Counsel, PLLC in Saratoga Springs, New York. Megan works with clients throughout New York state in person and remotely on personal and business matters including business & farm succession, estate planning, mediation, and more. Megan is a graduate of LEAD New York, a leadership program for professionals in the food, agricultural and natural resource industries, and a trained mediator including for agricultural mediation.

Robin Puskas – NYC Region

Robin is the owner/founder New York Kitchen Company recipe testing. She also provides scale-up consulting and teaches seminars on manufacturing and food production.

Sherry Lantz – Chautauqua Allegheny Region

Sherry is a self-employed private practice cognitive behavioral psychotherapist (30 years and counting), management consultant, grant writer/workshop presenter and social advocate. She is active as a social advocate and supports food sustainability. She also served as Director of Food Programs at Chautauqua County Rural Ministry where she designed and implemented a wide variety of social programs.

Stephen Hadcock – Catskills Region

Stephen is a team coordinator with the Cornell Cooperative Extension Capital Area Agricultural and Horticulture Program. He provides education on an individual and group basis, and technical assistance, to agricultural entrepreneurs, those interested in agricultural entrepreneurship, and those who have been farming for less than 10 years.

2018 Annual Board Meeting Minutes

Held during the NOFA Winter Conference Jan 19th Highrock room 6-7pm; approximately 25 members/board members in attendance. Nibbles served: Hedonic Tonic elixir in seltzer and a selection of baked goods from Saratoga Gluten Free Goods.

President Kathrine Gregory opened with reading our mission statement.

Presented "13 reasons why we are so Proud of 2017"

- 1) New newsletter design- both the format and the content have been upgraded to bring our members the information they need to grow and succeed. The newsletter is emailed to all the members 4 times a year, and posted on Facebook as well as our website.
- 2) Regular e-blasts to members- we had a goal of 12 e-blasts for the year. The eblast notifies all about events being held by NYSSFPA, other organizations and anything of interest which has a deadline.
- 3) Website redesign- the new design make the site easier to read. We have worked with our members to capture their 50 word 'promo' which adds visibility for our members on the internet.
- 4) Concise invoicing for renewals- Invoices sent to existing members for 2018 Membership renewal leading to a greater retention of membership. Results: 80 invoices sent via USPS 25 members renewed by Jan 15th; additional 15 renewed at the NOFA conference; e-blast reminder to be sent Jan 22nd.
- 5) Service learning project in conjunction with Queensborough Community College- The students of a marketing class at this college will be reviewing our message and our printed materials to assist us in making sure our mission, etc. are resonating with the food public.
- 6) Administrative Assistant hired- we created a structured working relationship with Bhavna Punjwani. Bhavna will work with each committee approximately 4 hours per month to better grow the organization.
- 7) New formal business address- we have partnered with The Entrepreneur Space: A Food and Business Incubator located in Queens, NY.
- 8) New file cabinet- we are collecting all our paperwork from the founders of the organization and past board members to be centrally located at the Entrepreneur Space. We will now have a record of NYSSFPA's history in one place.
- 9) New banner- debuted at the NOFA 2018 Conference booth, to be used for all upcoming VAI workshops/seminars. This will also be kept in the file cabinet for easy access.
- 10) New member promotion July 2017- promotion sent to all the foodpreneurs currently using the Entrepreneur Space Kitchen incubator. Membership year was from July to December for \$15. Netted NYSSFPA 5 new memberships.
- 11) New member promotion January 2018- held during the 3-day NOFA conference; ½ price membership to all who immediately join/pay. Update: Netted 20 new members.
- 12) Partnership improved with NOFA-NY- this year we have 8 seminars organized by NYSSFPA featuring NYSSFPA members. NOFA-NY will also publicize any future VAI seminars on their website and to their members.
- 13) Committees within the Board- the 3 committees comprised of Board members worked together and through their cohesive efforts helped in accomplishing the above.

Continued with "What we hope to accomplish in 2018"

- 1) we are raising membership dues for the General membership category to \$45 per year. Corporate dues remain the same at \$100 per year.
- 2) VAI workshops planned- currently there are 5 workshops planned throughout the State with the speakers being members. Detailed information will be on disseminated thru the eblasts.
- 3) Concentrated member outreach- we are specifically reaching out to our former members from the past 4 years.
- 4) Continued updating of the website-The resource page needs more information to better help anyone entering or those in the industry to grow their business. The member directory on the website will be updated for additional information via the '50-word promo'.
- 5) New additions to the board- we have added two new board members; their expertise and passion will help us grow stronger, their perspectives will add to effectiveness:

Bob Bleistein of Eastern Classic Coverage (region: Long Island)

Stephen Hadcock of Cornell Cooperative Extension Columbia County (region: Catskills)

OTHER BUSINESS:

NYSSFPA Board of Directors Election:

All board members approved by a unanimous show of hands.

Introduction of the Board Members

Financial Report:

Current balance in the account \$5262.60

No outstanding invoices

Interaction and sharing discussion:

Tag line from Kim LaMendola "we connect the dots."

Knowledge is to be shared. Symbiotic partnerships are a win/win.

Western Tier region needs more U.S.D.A. meat processors There are some regulation issues. Kim (Fresh Local WNY), Maria (Farm to Market consultant), John (Down to Earth Markets), Hermann (HWL Acres) and Bhavna (NYSSFPA admin assistant) will conference call to discuss this further.

Submitted by Deb Krajcik secretary/Kathrine Gregory, President February 2018