



June, 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, Stephen Hadcock

Membership Committee: Bob Bleistein (Chair), Chelle Lindahl

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

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

Monthly 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

THE PERSONAL SIDE OF NYSSFPA

Message from the President:

This newsletter is filled with personal information about our Board.

The better to know each other.

Part of the mission of NYSSFPA (fondly known as Small Scale Food) is that we communicate with each other, we educate each other, we mentor each other. The only way we can do that is to know each other. On our website directory, your 50-word promo piece also tells us about you.

Last week, a few board members and I had a very enlightening meeting with a noted marketing professor. He evaluated the message of NYSSFPA, the website, the newsletter etc. What was very interesting is that he felt our persona of being approachable and giving as members to each other was a very valuable asset in the current world of internet impersonality. But he did feel that we didn't communicate our friendliness; our giving to each other very well. So, for this newsletter, we decided to talk about ourselves in a different way.

In this issue, we have created a "Dear Small-Scale Food" column. There are always questions to be asked where we want your input. Our thought is that we will throw out the question and have the person who is asking to be the direct contact. This person will send us a recap of all your answers/comments to be published in the following newsletter or if of a time sensitive nature in a special e-blast.

We are also looking to have a "Member in The News" column, so if you have any good news. You are quoted in the press; have a new product; picked up by a new store we would love to hear it. Pictures of course are greatly appreciated. All information should be sent to

SmallScaleNY@gmail.com

All good things this summer,

Kathrine Gregory

THE PERSONAL SIDE OF NYSSFPA

Each of our board members answered a few questions about themselves and their experience at the NOFA conference. Here is what some of them had to say:



KATHRINE GREGORY of Mi Kitchen es su Kitchen raises up her time by referring prospective clients to an online brochure.

Kathrine Gregory

Mi Kitchen es su Kitchen

www.MiKitchenEsSuKitchen.com

What is your favorite food? Lamb

Where do you call home? New York City

What interests you most about small scale food? Connections and meeting new/different people

What skills or projects do you hope to bring to the NYSSFPA community? Sense of organization; big picture view of the connections to be made

Please share one of the memorable moments or lessons from the conference. I loved the NYSSFPA annual board meeting- there was so much energy flowing; so many good ideas and the collaboration was exciting to see.



Kimberly LaMendola

Fresh Local Western NY

<http://freshlocalwny.org>

What is your favorite food? Noodles in all shapes, forms, and cultural context!

Where do you call home? Southwestern New York State (Olean)- in the rolling wooded hills of northern Appalachia

What interests you most about small scale food? With the slow food, local food, and real food economy growing in popularity, small scale food has the potential to help people connect with food prepared in ways that their parents, grand- or great-grandparents did. Small scale food production means authentic food usually minimally processed and usually without chemical additives. It's authentic food with taste profiles that cannot be matched by commercial products. Small scale food also represents the opportunity for consumers to

Kimberly LaMendola CONT'D

connect directly with the producers of the products; these relationships are mutually beneficial to both the small scale food producer and the consumer.

What skills or projects do you hope to bring to the NYSSFPA community? I would like to invigorate our representation in WNY and build value of the benefits of this organization. Through my work in food system development, we have identified a need for a shared commercial kitchen and the wrap around business development and incubation in our region; I would like to find a way to work with NYSSFPA and my organization to finally bring this to reality. I work with many farmers who are ready to diversify their market channels with the introduction of shelf-stable processed items, such as salsas, sauces, dressings, etc., made from their own-grown veggies and fruit. There is no easy access to either an approved commercial kitchen nor the entrepreneurial/business development assistance to facilitate this diversification for our farmers. This is an on-going project goal of my organization and I think a partnership with NYSSFPA would be beneficial.

If you attended NOFA NY, please share one of the memorable moments or lessons from the conference? 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!



Beth Linskey

Beth's Farm Kitchen

<https://bethsfarmkitchen.com>

What is your favorite food? Dessert

Where do you call home? New York City

What interests you most about small scale food? Getting people to work together

What skills or projects do you hope to bring to the NYSSFPA community? Collaboration

Please share one of the memorable moments or lessons from the conference. The Charcuterie & Cheese demo

THE PERSONAL SIDE OF NYSSFPA

NYSSPA Cont'd



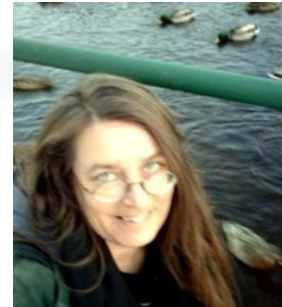
Andy Dufresne
 Concord Grape Belt Heritage Association
www.grapediscoverycenter.com
What is your favorite food? Grape juice (non-alcoholic and/or wine)
Where do you call home? Bemus Point, NY
What interests you most about small scale food? The economic contribution made to farms and small food processing businesses and their communities.
What skills or projects do you hope to bring to the NYSSFPA community? Experience in agricultural production and related issues as a retired Cooperative Extension Agricultural Educator.



Stephen Hadcock
 Cornell Cooperative Extension
<http://ccecolumbiagreene.org>
What is your favorite food? BBQ Chicken with Cornell BBQ Sauce
Where do you call home? Hudson, NY
What interests you most about small scale food? A great way to add value to great local agricultural products.
What skills or projects do you hope to bring to the NYSSFPA community? Business management skills, a connection to farmers in the Hudson Valley, resources of the Cornell Cooperative Extension System.
If you attended NOFA NY, please share one of the memorable moments or lessons from the conference? N/A



Amanda Hewitt
 Nelson Farms
www.nelsonfarms.org
What is your favorite food? I like food!
Where do you call home? Tughill Plateau
What interests you most about small scale food? The passion, the flavors
What skills or projects do you hope to bring to the NYSSFPA community? Getting it right and getting it out there
If you attended NOFA NY, please share one of the memorable moments or lessons from the conference? The most unlikely people are filled with knowledge



Chelle Lindahl
 Local Living Venture
<https://www.locallivingventure.org>
What is your favorite food? Curried cashews at the moment.
Where do you call home? Potsdam, NY
What interests you most about small scale food? Helping to create strong regional economies using local agriculture.
What skills or projects do you hope to bring to the NYSSFPA community? Organizing skills, proofreading, general input to make the organization more effective.

What is your favorite food? Way too many– but chicken wings

Where do you call home? Long Island

What interests you most about small scale food? The opportunities that exist– education, connection, resources

What skills or projects do you hope to bring to the NYSSFPA community? Cost saving opportunities such as insurance and the expertise shared thru 'been there; done that' stories.

If you attended NOFA NY, please share one of the memorable moments or lessons from the conference?

Everyone has similar struggles– every business owner from every sector all across the state, faces the same problems and daily struggles.



Bob Bleistein
 Eastern Classic Coverage Insurance Agency
www.ClassicCoverage.com

THE PERSONAL SIDE OF NYSSFPA



Deb Krajcik

Secretary, NYSSFPA

What is your favorite food? Pizza

Where do you call home? A New Yorker who happens to live in New Jersey

What interests you most about small scale food?

What interests me most about small scale food is the variety of our members. We hardly have more than 2 small scale business people doing similar processes. Therefore, it is important to get to know our membership.

What skills or projects do you hope to bring to the NYSSFPA community?

The Secretary is first and foremost the Reporter for the organization. The Secretary also ensures the accuracy of our lists so the members receive their Newsletters, e-blasts and other announcements.

Please share one of the memorable moments or lessons from the conference.

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 Hass of Down to Earth Farm Markets. Did you know she is also a fantastic artist? Her site is www.MemoryPainter.com. 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.



Megan Harris-Pero

Harris Perro Legal Counsel PLLC

<http://www.hperolegalcounsel.com>

What is your favorite food? Fish tacos

Where do you call home? Currently Saratoga Springs & Essex, NY

What interests you most about small scale food? There is something magical about a meal prepared with love and the combining of ingredients to make something new. Small scale food producers make this magic and have the ability to create something nourishing and tasty. As a small business owner myself I also understand the many roles and demands on a small business owner. I think NYSSFPA has the tools to support the "magic makers."

What skills or projects do you hope to bring to the

NYSSFPA community? I want to continue to improve our newsletter and systems for communication to members. I also want to share knowledge regarding business laws and estate planning that can assist members with planning.

Please share one of the memorable moments or lessons from the conference.

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.



Maria Grimaldi

Farm to Market Consultant

What is your favorite food? Paella

Where do you call home?

Livingston Manor, NY

What interests you most about small scale food?

The entrepreneur aspects of producing excellent, fresh, food with ingredients carefully sourced and produced by artisan food producers.

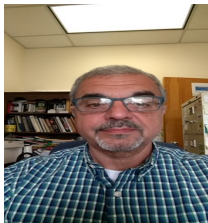
What skills or projects do you hope to bring to the NYSSFPA community?

Over 30 years experience in horticulture, farming and gardening as well as retail marketing experience in food vending.

Please share 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.

THE PERSONAL SIDE OF NYSSFPA



Martin (Marty) Broccoli
Cornell Cooperative
Extension of Oneida County
www.CCEOneida.com

What is your favorite food? Any good soup

Where do you call home? Utica, NY

What interests you most about small scale food? I started with Alison in the mid 90s promoting local foods. I believe in Small Scale's mission to start and support businesses.

What skills or projects do you hope to bring to the NYSSFPA community? Locally grown agriculture and business incubator

If you attended NOFA NY, please share one of the memorable moments or lessons from the conference? Things come in cycles; organic food was popular in the 90s, saw a dip in early 2000s and is now in resurgence, which is a good thing.

New State Rule Regarding Home Processors

In May 2018, NY Agriculture Commissioner Richard Ball expanded the number of foods that can be produced at a home kitchen and also allowed online sales of those products within NYS. The list has been expanded to include items such as rolls, breads, doughnuts, brownies, pretzels, Rice Krispies treats, and more. Although online sales are now allowed within the state, home processors are still limited to selling retail and up to \$12,000 a year. **Lastly, home processors must still be registered with NY Ag and Markets.** Maria Grimaldi, our board member and education committee chair, was quoted supporting the expansion, as this would permit more people with an interest in starting a business to test out their product without a high overhead cost.

You can read the article (with Maria's mention) by clicking on the following link: <http://www.recordonline.com/news/20180506/new-state-rule-will-help-heat-up-homemade-food-sales>

For a complete list of products allowed to be produced and additional facts, click on the following link: https://www.agriculture.ny.gov/FS/consumer/FSI-898D_Home_Processor.pdf

Dear Small Scale,

I have an idea that I would love your feedback on: NYS (well...and everywhere else) is in need of a craft food maker certification or seal. Something that a brand would put on their products, literature, website, etc. The "seal" would show that a) the product is manufactured by the owners/employees of the entity; b) the ingredients in the package are not predominantly repackaged bulk commercial product e.g. craft mustard with a little added garlic; and c) the volume is small. People who would like this "seal" would have to be properly licensed in the state and must provide copies of necessary business and license documentation. Please let me know what you think. Thanks!,— *Gene Olczak, Karma Sauce Co.*

All responses should be sent to Gene at Gene@KarmaSauce.com, or he can be reached at 585-264-1100. Your responses will be compiled for the next newsletter.

Dear Gene,

This is a very interesting concept and one which could give additional credibility to all the artisan craft food makers. There are several organizations which have certification: Made in NYC, Taste NY, Made in USA, etc.; I prefer to partner that reinvent. Make sure that this would have strict criteria, a review panel, and that you would be reaching out to as many people as possible. Thanks Gene for reaching out and for such a wonderful idea. Best,
— *Kathrine Gregory, President*

The **Dear Small Scale** column is a new column looking to showcase and develop your great and exciting new ideas. If you would like feedback on your idea or would like assistance on developing a specific concept, please email SmallScaleNY@gmail.com. We look forward to hearing from you!