

**NOFA Annual Conference January 24, 2009**  
**Preserving the Harvest: Making the Winter Work for You!**

Presenters: Jeri Woodhouse, Beth Linskey, and Liz Beals  
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Plan ahead when you are ordering your seeds. What are you growing? What are you going to do with the produce? What is your plan for the excess? You could create a value added product with it. You could process the product yourself or have it made someplace else.

All of this planning has to happen in the winter because kitchens and custom food producers are just as busy as you are in the summer when the produce is coming in!

Start planning: What are you going to do with your produce? You could: can fruits in simple syrup, jellies, jams, apple sauce, butters, no sugar added spreads, chutneys, relishes, pickles, freeze dry, freeze, vacuum package, batch freeze, dry, make ketchup, tomato sauce, salsas, and so much more. There's even lacto-fermented, which is being discussed in another session.

**If you are going to make your own products, you need to develop your recipe in the winter or have someone else develop it for you at that time.**

1. If you have a kitchen that can be used for processing and making product, what are you going to make? If you do not have your own kitchen, consider a custom food producer or renting a kitchen.

Custom Food Producer and/or Rentable Kitchen Resources:

<b>Long Island Region</b>	Taste Of the North Fork	Jeri Woodhouse	631-734-6100	<a href="mailto:jeriwood@aol.com">jeriwood@aol.com</a>
<b>Finger Lakes Region</b>	SUNY Morrisville/Nelson Farms	Dave Evans	315-655-8831	<a href="mailto:evansdl@morrisville.edu">evansdl@morrisville.edu</a>
	Martin's Kitchen	Eli Martin	(607) 243-8197	<a href="http://www.martinskitchen.com">www.martinskitchen.com</a> no email available
<b>Capital/Saratoga</b>	Schoharie Co-Op Cannery	Peter Perhson	518-702-4061	<a href="mailto:peter.pehson@comcast.net">peter.pehson@comcast.net</a>
	Hunger Action Network	Vince Ross	518-434-7371	<a href="mailto:vross@hungeractionnys.org">vross@hungeractionnys.org</a>
<b>Adirondacks</b>	Battenkill Kitchen	Paula Schafer	518-854-3032	<a href="mailto:manager@battenkill.com">manager@battenkill.com</a>
<b>NYC</b>	Kitchen For Hire	Priscilla Maddox and Joan Reid	718-398-5710	<a href="mailto:kitchenhire@msn.com">kitchenhire@msn.com</a>
	Mi Kitchens Su Kitchen	Katherine Gregory	212-452-1866	<a href="mailto:mikitchen1966@aol.com">mikitchen1966@aol.com</a>
<b>Hudson Valley</b>	Hometown Foods	Anna Dawson	518-758-7342	<a href="mailto:annadawson@berk.com">annadawson@berk.com</a>
	Hudson Valley Food Works	Jim Milano	845-454-5876	<a href="mailto:jimmilano@aol.com">jimmilano@aol.com</a>
	Micosta	Steve McKay	518-755-4102	<a href="mailto:micosta@mhcable.com">micosta@mhcable.com</a>
	Rogowski Farm	Cheryl Rogowski	845-258-4456	<a href="http://www.rfarm@warwick.com">www.rfarm@warwick.com</a>

2. Now that you have started to figure out where the product is going to be made and what you are going to make, the next step is:

a. applying and getting approval for Scheduled Processing via Cornell with Olga Padilla-Zakour and Elizabeth Kneller

Resources: Olga Padilla-Zakour 315-787-2273 [oipl@cornell.edu](mailto:oipl@cornell.edu)  
 Elizabeth Kneller [esk15@cornell.edu](mailto:esk15@cornell.edu)

3. Licensing: 20-C license food can be acquired through the Department of Agriculture and Market.

- a. Inspection is also done by Department of Agriculture and Markets in most areas. Check your local requirements.
4. Water Tests for your facility: some counties have it done by the Health Department.
5. Best Practices Training through Cornell with Olga Padilla-Zakour
6. pH Meter: Can be purchased online very inexpensively. Be sure you know how to operate it, maintain it and calibrate it for inspection! Be sure that all of your acidified food records are kept clean, neat, organized, and legible for inspection.
7. Equipment: Pots and spoons Resource: Beranberg's Pots in Syracuse Farmer's Market 315-382-7752
8. Now that you have all these details lined up before the growing season, you need to have a plan for how you are going to process/prepare your produce when it starts to come in from the harvest!

Wash fruits that have been harvested from a muddy field or peel peaches. Some fruits don't need to be peeled: apricots, nectarines, or plums. Some fruits can be frozen directly from the field: blueberries or raspberries. Once fruits and vegetables are ready, they can be chopped, pureed, or halved and be: vacuum package frozen, Individually Quick Frozen (IQF'd), batch frozen in buckets, flash or blast frozen. You need to figure out where you are going to store all of this product! You can find companies that will chop products for you:

Resource: Harvest Cuts in Menands Farmer's Market in Capital District 518-436-1425

9. You need to choose the packaging for your finished product: jars, glass, plastic, bags, and buckets. You have to decide on packaging that takes best advantage of your time and money!

Resource: Burch Bottle Distributors in Waterford, NY 518-273-1845

Okay, so you've got your product grown and made, now you need to figure out labeling and marketing:

10. Farmer's markets require labels on your product. But most importantly your CUSTOMER wants a label and nutritional information.

- a. Your label needs to be approved by State of New York Department of Agriculture and Market.

Resource: Sue Bishop

Supervising Food Inspector

518-457-1762 (phone)

518-485-8986 (fax)

10 B Airline Drive

Albany, NY 12235

[www.agmkt.state.ny.us](http://www.agmkt.state.ny.us)

- b. Nutritional Analysis can be done through companies that you can find online.

Resource: The Small Scale Food Processors of NY State will do labels at a cost of \$80 per label for a non-member and \$50 per label for members.

- c. There are many options in labeling. A few companies that we are familiar with:

Creative Labels of Vermont Jim Pinsonneault (800)639-7092

Grower's Discount Labels Stu McCarty (800) 693-1572

Greenbush Tape and Label 518-465-2389

11. Now you need to determine your target market and develop a marketing and branding strategy. Capture the uniqueness: location, region, flavor, organic and/or natural, "your story".

- a. Sales options: Farmer's Markets, Retail Store, Farm Stand, online, wholesale, Market Maker at:

<http://ny.marketmaker.uiuc.edu/> and Taste The Regions Gift Box with Small Scale Food Processors of NY <http://www.nyssfpa.com/>

- b. Branding: What is a brand? How a business tells customers what to expect, means through which a business gets credit for the quality they represent and deliver, a relationship involving experience, trust, and values.

c.“A brand is a perception or emotion, held by a buyer, describing the experience related to doing business with a company or consuming its products or services. Brand building = relationship building”. It's building a trusting, mutually beneficial relationship with a company, a product or a service.” Quote by David Grusenmeyer

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