



# Spring Newsletter

April 2007

## Nutritional Analysis

The New York Small Scale Food Processors Association is offering nutritional analysis and label for its members at a great price! All you need is to fill out the Nutritional Analysis Form on page 11 of this issue or on our website at [www.nyssfpa.com](http://www.nyssfpa.com).

For \$50 per recipe, you'll get a standard nutrition label (with the Trans fats listed!).

We'll need from you: the recipe with accurate measurements, recipe components processing details (chopped, pureed, frozen, defrosted, pickled, etc.), and preferred brand name, if applicable, the recipe yield, serving size, and container size.

Check out the page 11 now!

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## President's Corner

Dear Fellow Food Processors,

I am honored to be the new president of NYSSFPA. For those who do not know me, let me share some of my background. I have been (and always will consider myself to be) a Farmer and Family and Consumer Science Teacher who graduated from Cornell in the 60's. Currently, I freeze and vacuum-package the foods my neighbors and I grow. I then recombine them into kits that consumers finish making. This can be done in any certified kitchen. To learn about the possibilities, visit [www.ourhometownfoods.com](http://www.ourhometownfoods.com).

I know how dedicated and hard-working we "local food focused" folks are. We are a consortium of chefs or cooks at home or on farms, in cafeterias, or are employees and owners of incubator or co-packer kitchens. Even larger regional processors with as many as 20 full time employees fill our ranks. We are capable of creating the healthiest foods for our customers. Our approach to "value added", using whole foods with minimal processing, results in foods our bodies were designed to use. Our limitations,

however, result from having to "do it all". We need to collaborate and help each other develop a local food system that works for the 21<sup>st</sup> century. Perhaps the opportunity below is the beginning of that collaboration.

This year the NYSSFPA is participating in a grant to put together "regional sampler" boxes to market on the Internet. Kim Mills, a computer professor reachable at [millsk@morrisville.edu](mailto:millsk@morrisville.edu), is using a Farm Viability Grant to work with all of us. He wants to use his expertise and the students he teaches to help us put information about our products onto e-commerce web pages. Check out the free template that he is adapting ([www.oscommerce.com](http://www.oscommerce.com)) with the help of his students. This website template will be used to connect us to a world larger than the few farmers markets that we attend. This website is aptly named [www.newyorkfarmersmarket.com](http://www.newyorkfarmersmarket.com).

Here is a chance for us to climb out of our wormholes to work together to overcome the weather challenges of global warming. When consumers focus on the

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"100 Mile Diet" challenge, it is local food producers who can provide products consumers can trust to be healthy--whether fresh, frozen, dried, canned or baked. Food security and sustainability results when we can provide year round convenient access to quality products at sustainable prices. If you wish to be part of this Internet opportunity, please contact me.

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## MarketMaker

<http://www.marketmaker.uiuc.edu>

Would you like to reach thousands of potential buyers with info on your farm and farm products? Then sign up now for Market Maker's New York website! Market Maker is a new website resource for all businesses in the food supply chain, from producers on up through manufacturers, co-packers, distributors, retailers, and consumers. Whether you are a farmer seeking ideal markets for your eggs or a grocery store seeking to buy grass-fed meat, Market Maker offers a free service to help you. It will soon join the most extensive collection of searchable food industry data in the U.S. Market Maker sites now cover Illinois, Iowa, Kentucky and Nebraska (and NY very soon).

Every Empire State producer should be listed on this free site, to be geo-coded and accessible by name, address or type (dairy, produce, etc.). To register your farm for this free service, download the [Producer/Farmer Registration Form](#) (Word document) at [www.smallfarms.cornell.edu/pages/resources/marketing/general.cfm](http://www.smallfarms.cornell.edu/pages/resources/marketing/general.cfm). To send in your form, or if you have questions, please mail or email: John Ameroso ([jma20@cornell.edu](mailto:jma20@cornell.edu)) or Dr. Khin Mar Cho ([kc458@cornell.edu](mailto:kc458@cornell.edu)), Cornell University Cooperative Extension/NYC, 16 E. 34th Street, 8th Floor, New York, NY 10016-4328.

To read more about Market Maker and another marketing tool recently developed at Cornell, Market Scape, please check out the article from the Winter 2007 issue of the Small Farms Quarterly: [www.smallfarms.cornell.edu/pages/quarterly/archive/winter07/Page%2014.pdf](http://www.smallfarms.cornell.edu/pages/quarterly/archive/winter07/Page%2014.pdf)

### Newsletter Articles Wanted!

Are you interested in contributing an article to our newsletter? Please send it to:

Junko Kanamura

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Fax 716-896-6791

Or send it via E-mail to:

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

The deadline for the summer issue is **June 15, 2007**.

# Inspections and Introspections: When the Health Inspector Comes

“Rule number one: when the health inspector shows up, DON’T PANIC.” That was the first statement my instructor at the Culinary Institute of America started with when discussing how to handle the health inspection of your food establishment. What he didn’t explain was why you shouldn’t be filled with fear. Cindy Gimberg, supervising water inspector of Columbia County, explained why:

“Health inspectors and the Health Department should be seen as a source of knowledge rather than the enemy.”

From my personal experience, I can vouch for the statement. When I was concerned that I overlooked a yearly water test submission, I immediately called up my county health department public health technician, Amy Schober. Amy was able to check my file history and let me know that I had, in fact, forgotten my water test! What was I supposed to do then; was I going to be penalized?! Well, not only did I get the answers to my questions, but Amy didn’t discipline me for my mistake. She let me know that I had a grace period to submit my absent water test and I could stop by the department the next day to pick up my free water test containers.

I should not have been surprised and I was relieved and reassured. Health Department Inspections are not meant to obstruct business. Rather, the Department of Health should be used as a source of information. I encourage you to establish a friendly relationship with your local in-

spector and use them as a resource to run a successful business. They do not punish people for simply calling up and asking questions.

When the inspector highlights changes that need to be made, Cindy Gimberg cited that 99.9% of business owners look at the suggestion and make the necessary changes. “The most important things that everyone should keep mindful are: water back flow in pipelines, food sanitation and cross contamination, holding food at proper temperatures, and personal sanitation (most importantly, washing hands).”

So when the health inspector comes, don’t shrink back in fear or take their advice personally, but take their advice as a chance to improve your business.

Notes: The Columbia County Health Department gives one free e-coli water test a year, leaving the establishment to pay for the rest of the three required tests (\$90 in total). A nitrate test is also required once a year at a cost of \$20. Therefore, each establishment needs to budget \$110 per year for water tests. These test results need to be kept for the Ag & Mkt inspectors when they visit the kitchens during the year.

Liz Beals

Beth’s Farm Kitchen

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# Collaboration Brings success at Cornell Tech Farm

Small-Scale Food Processors have more options for producing in New York State.

In 2005, the Technology Farm at Cornell Agriculture and Food Technology Park was opened as phase one of development transforming a former research farm into a university-based research park, complete with high-end commercial infrastructure and a 20,000 square foot multi-tenant, business incubator.

One of the very first tenants is the CherryPharm Inc., which produces a fruit juice with natural properties of fresh tart cherries called CherryPharm. Former aspiring tennis pro turned product developer, John Davey credits his Aunt Betsy for introducing him to the power of sour cherries. He began adding cherries to his diet as a home remedy for his back pain. When the pain diminished, he got the idea of making a “convenient, powerful cherry juice.” While there are cherry juice products on the market, many are of poor quality and inconvenient to use. The company’s collaboration with Dr. Olga Padilla-Zakour, director of the Food Venture Center at the Geneva Experiment Station, developed “an all-natural tart cherry juice that retains its pain prevention and muscle damage recovery power in a shelf-stable product.”

According to an article in the March 5th edition of the Food Institute Report:

**“CherryPharm, a new all natural, not from concentrate, cherry juice made from whole tart cherries, out-performed several food products including pomegranate juice and other cherry juices and concentrates in total antioxidants.**

*Brunswick Labs in Norton, Massachusetts, recently looked at the antioxidant levels, as measured by Oxygen Radical Absorption Capacity (ORAC) of several different cherry juices and concentrates as well as some other well-known fruit juice products making antioxidant claims. In each case, CherryPharm had significantly higher antioxidant levels than the nearest competitor.”*

The collaboration between the Technology Farm and the Food Venture Center provides food business entrepreneurs opportunities to develop and produce utilizing locally grown produce.

There are 2 additional food companies located at the Tech Farm:

- Stony Brook Cookie a gourmet cookie company that has relocated here from Massachusetts and will be sourcing local growers for ingredients.

<http://www.stonybrookcookie.com>

Coles & Parks located in Rochester, is producing cookie dough for retail and foodservice. <http://www.doughnuggs.com>

For more information about the Technology Farm at the Cornell Agriculture & Food Technology Park, visit <http://www.thetechnologyfarm.com>.

Cheryl Leach

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# FLCB

Finger Lakes Culinary Bounty (FLCB) was founded in 1999 by a small group of farmers and restaurateurs with the help of Cornell Cooperative Extension to promote Finger Lakes foods and wines locally and beyond our region. FLCB is a network of farmers, small scale food processors, wineries, chefs, and food retailers from a 14 county area interested in promoting the use of and demand for locally produced food and wines. This network is designed to facilitate connections between food producers and food establishments such as restaurants, retailers, caterers, and Bed and Breakfasts.

FLCB membership includes use of the FLCB logo, listing on its website, [fingerlakesculinarybounty.org](http://fingerlakesculinarybounty.org), and invitations to participate in events and activities that showcase member products and businesses. FLCB has hosted member tradeshow and annual networking meetings, participated in area events like the Finger Lakes Wine Festival and the Rochester Festival of Food, and coordinated numerous tasting events to educate the public about the value and quality of Finger Lakes produced foods and to provide its members with exposure.

FLCB has largely relied on the time volunteered by its Steering Committee comprised of chefs, small-scale food processors, farmers, and winery representatives. The Steering Committee has organized and implemented FLCB's activities while Cornell Cooperative Extension Tompkins County has acted as the umbrella organization under which FLCB functions and has handled membership fees, mailings, and web hosting. Membership fees help cover the costs of marketing materials and event operations.

The Finger Lakes Region has become a tourist destination for people from all over the country, and increasingly, for international travelers. Since FLCB's inception, a primary goal has been to promote a regional identity around food so that the Finger Lakes would not only be a destination to sample a variety of regionally produced wines, but also a culinary destination founded on locally produced products. In October of 2006, FLCB was awarded a NY State

Agri-Tourism grant from the NYS Dept. of Agriculture & Markets in partnership with the Finger Lakes Tourism Alliance.

In 2007 our activities will be focused on developing resources and events for tourists and residents alike to enjoy the bounty of Finger Lakes produced food and wine and to increase the visibility of FLCB farmers, small scale food processors, wineries, and food establishments. Activities will include: developing culinary themed packages for each county, developing Agri-Tourism trails similar and parallel to wine trails, and developing a comprehensive 14 county Pick Your Own Guide of the Finger Lakes which will be accessible online and in print. FLCB will also organize and participate in several events including: an FLCB weekend, June 2<sup>nd</sup> and 3<sup>rd</sup>, at the New York Wine and Culinary Center which will feature FLCB chefs leading cooking demonstrations and hands-on classes, FLCB member wine and food pairings, and an FLCB member tradeshow; cooking demonstrations at the annual Finger Lakes Wine Festival in Watkins Glen, and an annual fundraising harvest dinner at Geneva on the Lake on August 9<sup>th</sup>.

These activities and events help foster connections between FLCB members, provide members with exposure, and create a broader awareness of the quality and diversity of Finger Lakes produced food and wines. Beth Lee from Frieda Mae Chocolates credits three of her retail accounts to FLCB networking and received four requests for product information at a recent FLCB workshop. Keuka Lake Coffee Roasters owner Susan Atkisson attributes some of her accounts with area restaurants, caterers, and specialty retail shops to connections made through FLCB. These direct business connections are a benefit of FLCB membership. Additionally, John Loveland of Allens Hill Farms enjoys the camaraderie between FLCB members and says that "we all want to see each other succeed. We constantly refer fellow members to others. FLCB is not about trying to get a bigger piece of the pie. It is about finding ways to make the pie larger."

For more information about Finger Lakes Culinary Bounty contact Lael Gerhart at 607-272-2292 or by email at [lsg8@cornell.edu](mailto:lsg8@cornell.edu).

# Our Markets Your Products

On February 27, the Finger Lakes Culinary Bounty (FLCB) again lived up to their name with a day-long workshop entitled "Our Markets Your Products: Keys to successful Farm to Chef & Producer to Retail Relationships". The event held at Jordan Hall, Geneva Experiment Station, brought together a diversity of audience and presenters as the title implies.

Lael Gerhart, organizer and staff to FLCB gave the welcome followed by Gary Redmond, seasoned organizer in local food system distribution, who owns Regional Access. He opened with presentation "Trends in Food Retailing - What chefs and retailers are looking for". This was followed by a panel on "Successful Farm to Chef Relationship" with Debra Whiting, chef at Red Newt Bistro, Nathaniel Thompson from Remembrance Farm, Scott Snyder from Madder Lake Café, Joe Zerbey of Ever Green Farms, Greg Silver, Angus and Highland Beef, and Olivia and Jacquelyn Becker Chotkowski from Spring Flight Farm. These pairs shared tips of what works best when chefs, farmers and processors relate.

Among the helpful handouts from the workshops were a series of papers such as, "Tips for Marketing & Promotion", "Tips for Chefs/Retailers", "Tips for Farmers" and "Tips for Processors/Farmers". These will be included in the information we are preparing for our NYSSFPA Regional Contacts.

Barbara Lang, author of "Restaurant to Retail Ideas" gave her "Insights and perspectives for Food Entrepreneurs". Readers of our NYSSFPA newsletter may remember the substantial article Barbara wrote for our Summer Newsletter. Participant Pat Lapoint com-

mented that it was a "very spirited talk" .

The afternoon offered a panel on "Keys to Developing Successful Relationships with Retailers" with Kit Kalfs of Sheldrake Pt., Amy Nicholson of Red Jacket Orchards, Beth Lee of Freida Mae Chocolates and NYSSFPA member, and Susan Atkisson of Keuka Lake Coffee Roasters.

If all that weren't enough great marketing help, the meeting culminated with Mike Rusinko, President of the Finger Lakes Tourism Alliance, speaking to the "Goals and Efforts to Promote Culinary Tourism in the Finger Lakes"

Pat Lapoint, processor and former Cooperative Extension staff who has been a leader in making local food connections in the schools and elsewhere, reported that the workshop was very "positive" and besides the good content, "a delicious array of local foods were available all day catered by a local company".

Our hats off to FLCB, a model of making the hands-on connections in the local food system, for offering this day and bringing together the players who are making the connections and offering tasty food!

Alison Clarke with contributions from Pat LaPoint and Cheryl Leach.

## Food Yield and Loss

### “Yield of Dreams”: If you milled it, they will succumb

“But I started with the three pounds of apples like the recipe called for”, I deplored to my mother, “so, why did I come up short of the peeled, cored, and sliced apples that I needed to make my dessert?”

I recall this memory often when I explain to people what food loss and yield is all about. I was ten years old and I was making a baked apple cobbler. The recipe had called for three pounds of finished weight peeled, cored, and sliced apples. So, on our weekly trip to the farmer’s market, I bought three pounds of whole apples. But when I got done doing all that work to the fruit, I ended up with less than two and a half pounds of apples. Why?

The answer is food loss and yield. How you process your recipe ingredients affects how much you end up with. So how do you know how much you need to start with? Does that mean you have to painstakingly test each kind of produce that you use in recipes and record how much you start with and how much you end up with to get an average yield, for a point of reference? Who has the time or patience?!?

The good news is that someone has already done all the work for you! It’s called The Book of Yields, Accuracy in Food Costing and Purchasing, written by Francis T. Lynch and published by John Wiley & Sons, INC (2005). Within this 267 page compendium is a wealth of information to guide you in how much of any kind of product you should purchase to reach a desired net yield.

Not only do they have charts to reference the yield of fruits, vegetables, meat, seafood, herbs (dried and fresh), baking goods, and beverages, but they also give guidelines on conversion rates for dry and wet goods, equivalent measures for weights, and offer food costing worksheets and formulas.

If I had had this book and used it to make my cobbler, I could have easily discovered that peeled, cored, and sliced apples yield, on average, 85% of their original weight. That means I should have purchased three and a half pounds of apples, instead of the three pounds that I had originally started with, to reach the desired finished, or net, weight.

For me and my present job, this book means a great deal, because during the growing season, we purchase 2 TONS of peaches instead of 3 pounds, for example. If I didn’t consider loss in my purchasing, I would come up short in my cooking throughout the year.

The Book of Yields is relevant and is a must have for anyone involved in any facet of the food processing industry. It is a tool that fulfills needs that once had gone unheeded.

Liz Beals

Beth’s Farm Kitchen

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## Regional News

### Chautauqua

#### **Concord Grape Belt Heritage Association Develops Culinary Bounty Goals**

The Lake Erie Concord Grape Belt Heritage Corridor has become the newest Heritage Area in the NYS Office of Parks, Recreation and Historical Preservation's Program and the first area to focus on its agricultural heritage. And developing a rich culinary bounty is one of the strategic goals of the Concord Grape Belt Heritage Association.

The Lake Erie Concord Grape Belt has a rich and diverse culinary texture. The landscape is dominated by Concord grape vines and much of the legacy of the area is owed to them. It is from these grapes that the grape juice, jam and jelly, pies and sweet grapey wines are made with a high quality of flavor that is second to none.

The Lake Erie Region also produces grapes and wines from traditional wine-grape varieties found throughout the world: cabernet sauvignon, Chardonnay, Riesling, pinot grigio and pinot noir. The influence of Lake Erie on the climate, and the terrain created by past glaciers that created this Lake, form a *terroir* that gives wines produced in this region distinct qualities.

The Culinary Bounty long-term goals for the region include:

- Educate visitors and residents about our region and the produce available
- Encourage and support micro-enterprise development of food related ventures
- Provide official recognition for locally produced products (Heritage Labeling)
- Encourage local food use by local institutions and restaurants

Some of the Culinary Bounty projects for 2007 include:

- Cooking demonstrations at local markets
- Creation of a web-based listing of available produce, harvest time and growers
- Development of a Heritage Label and criteria for use
- Involvement with state and national organization promoting local produce

- Funding of additional 'Student to Farm' group visits

You can learn more about the efforts of the Association by visiting their web site at [www.concordgrapebelt.org](http://www.concordgrapebelt.org) and the Chautauqua-Lake Erie Wine Trail at [www.chautauquauwinetrail.org](http://www.chautauquauwinetrail.org).

Andrew Dufresne  
Executive Director  
Concord Grape Belt Heritage Assoc., Inc.  
and4833@windstream.net

#### **Daughrity's launch on Quincy Cellars**

Chautauqua/Allegheny region members, Kevin and Patricia Daughrity of Ripley, NY, are launching their winery business on June 1, 2007, and have just announced the official launch of Quincy Cellars' website: [www.quincycellars.com](http://www.quincycellars.com).

Their retail area is located in a 125 year old three story barn where the stone cellar serves as a tasting room and the main floor features Bakery Café, which serves fresh breads, desserts, lunch and morsels and is capable of serving meeting and weddings up to 365 guests. The upper level offers spectacular, new views of the farmstead via a spacious catwalk.

Congratulations Kevin and Patricia on their exciting new business!

Quincy Cellars  
10606 Route Twenty  
Ripley, New York 14775  
[wine@quincycellars.com](mailto:wine@quincycellars.com)

### Adirondacks

Need to expand your markets? Check out ANCA's (Adirondack North Country Association) Buyer's Days held every year at the City Center in Saratoga Springs. Dates for this year will be April 4 and 5. This is a wholesale only show for shops looking for New York products and rustic items. Contact Nadia at 518-891-1632 if you are interested in being a vendor. If you are interested in attending as a buyer, call 518-891-6200.

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NY Farm Viability Institute is funding a program to help those starting a farm based business such as adding value to your farm products for sale. Help for developing a business plan is available. They also have a mentoring program that pairs you up with someone actually doing what you are thinking of exploring. For the north eastern part of NY, e-mail to: [bel7@cornell.edu](mailto:bel7@cornell.edu). For the north western part of NY, e-mail [mba7@cornell.edu](mailto:mba7@cornell.edu).

If you want to sell milk or cheese from the farm and have grass-fed livestock, there is a listserve you may be interested in. They also have literature from a workshop held earlier this year. To sign-up, e-mail to: [bel7@cornell.edu](mailto:bel7@cornell.edu).

Adirondack Harvest is a buy local campaign with a lovely logo. For more information, check their web site at [www.adirondackharvest.com](http://www.adirondackharvest.com).

The Adirondack Farmers' Market Cooperative is looking for new members. They have markets in Essex, Clinton and Franklin Counties. For more information see their web site at [www.adirondackfarmersmarket.com](http://www.adirondackfarmersmarket.com).

Jane Desotelle  
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## St. Lawrence

The North Country Grown Cooperative, Inc. is a cooperative of farmers that strives to sell local food to schools and other institutions. It had an increase in total sales as well as in the variety of items sold during 2006. The season for vegetable sales started three months earlier in May and went through November. The cooperative sold to a hospital, small market and numerous restaurants as well as the four colleges in the area. This year, the cooperative has welcomed two new members and is selling herbs and sprouts grown indoors under lights. Maple syrup products, bison burgers, and honey products are sold year round.

Don and Shirley Hitchman are still making goat cheese and selling it at local farmer's markets and other outlets. At the moment they are busy with kidding.

There is a group interested in buying an under-utilized slaughter facility in southern St. Law-

rence County and making it a Halal slaughter plant. This could be a good thing for livestock producers in the area. The Halal market is not known for its premium prices but it is a good steady market.

Gardenshare, a non-profit group, has submitted a grant to study the need for food processing in the North Country. Gardenshare is also promoting local foods with their Local Foods flyer and pushing CSAs by explaining and listing them in its flyer.

There is talk of a large (800 goats) milk goat farm that will bottle its own milk and sell to NYC as well as locally.

I missed the Potsdam Food Co-op annual dinner but I know they are re-organizing the store to improve the traffic flow. They make some of the best bread you have ever tasted as well as scones, cinnamon buns, and pizza knots (my kids' favorites) in their Carriage House Bakery. The bakery goods are also sold at other outlets in the area.

Some other good local products to try are bison burgers from Raquette River Bison in Potsdam (processed at Tri-Town Packing, Brasher, NY), and Martin's Pretzels made in Theresa, NY.

The Maple producers are gearing up for Maple Weekend, March 24th and 25th. Sap is flowing and everyone is busy.

Betsy Hodge  
Extension Learning Farm  
1894 State Highway 68  
Canton, NY 13617  
315-379-0607

## Catskill

### **Cheese Mobile on the move**

The Mobile Milk Processing Unit commonly known as the Cheese Mobile will soon be moving to a new location in Sullivan County. Funded through a SARE grant, the Cheese Mobile has been at the Tonjes Farm since mid 2003. Initially, Initially the farm used the processing unit to produce yogurt and soft cheeses. They are now making these plus a variety of hard cheeses and market their products locally at farmers

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markets and supermarkets as well as to regional restaurants including several in New York City. With other grant funding, a "Cheese Cave" has also been built to serve as both a processing center and a storage area for the aging of cheese.

It is anticipated that the Cheese Mobile will be moving in the late spring to another Sullivan County dairy farm where they plan to bottle milk as well as make other products.

If you have any questions, please contact us.

Joe Walsh  
Cornell Cooperative Extension  
Sullivan County  
845-292-6180, Ext 106  
jw11@cornell.edu

## Central/Leatherstocking

### **The Birth of a Cookie**

In April of 2004 a new produce cooperative called the Upstate Growers Coop came to Nelson Farms with the idea of adding value to some of their commodity products.

By June we had identified three local ingredients, butternut squash, apples, and honey, we wanted to utilize in one or two finished products that could be marketed to school systems. Through discussions, the idea of a cookie and a muffin were chosen. I began to do research and proceeded to samples. The muffin was not too difficult, and it was not long before I had a prototype that I was happy with. It could be made, baked, individually packaged, and frozen at Nelson Farms and shipped out for schools to pull out for breakfast or after-school programs. The cookie was more of a challenge. Working with all those wet ingredients and making a palatable cookie the children would eat *and* keeping to the Choose Sensibly Guidelines many of the schools had adopted was not easy. After a dozen or so attempts, I did come up with a tasty sample to take to the schools.

This is a classic case of "Know your market". We were operating under the assumption that these cookies should provide at least a partial

fruit/vegetable serving for the schools. What we found when we went out to the schools with the first samples was that they needed a bread serving to round out the three servings mandated for lunch programs. At this time we also found some schools that just wanted to serve it as an extra treat, so were looking for a smaller size. Back to the drawing board for more tweaking of the recipe.

We picked up a couple of other interesting things at the meetings with school food service directors. One: do not use the word squash in the cookie. Two: "Muffin Tops" actually have a better connotation. As one of the directors pointed out to us, kids think cookies are flat, crispy and have chocolate chips—none of which describes this cookie.

By the end of 2004 the cookie began to appear on the menu of school systems across NY state. New York City schools used it to celebrate Healthy Harvest in November as did others. Some schools have included in their rotational menus.

Schools are on a very limited budget for their lunch programs. This is not an inexpensive cookie: there is lot of good stuff in it and not much cheap fillers; the cookie is also expensive to produce and deliver. Our discussion on ways around these problems brought two possible solutions: do huge mass production of the cookie so per-cookie costs go down, and/or get into other markets where the margin can be higher to allow us to sell it for less to schools.

As we speak we are in production for the standing 8000 cookies a month the New Hartford BOCES has been distributing to its 20 schools. Many challenges and many opportunities face the farmer's coop with this product. We will see how they wish to proceed.

Amanda Hewitt  
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ahewitt@twcny.rr.com

# NY Small Scale Food Processors Association

**www.nyssfpa.com**

## Nutrition Analysis Form

**Mail to: Anna Dawson, 362 Eichybush Rd., Kinderhook, NY 12106**

**Or, email to: hometownfoods@berk.com Phone: 518-758-7342**

The nutrition analysis fee is \$50 per recipe for members. Half of this fee goes to support NYSSFPA.

The fee for non members is \$80 per recipe. Send this form and \$50 or \$80 check to Anna Dawson.

**Become a member!**

Send \$30 to Liz Beals, Membership Chair at Beth's Farm Kitchen, Box 113, Stuyvesant Falls, NY 12173.

**PLEASE PRINT CLEARLY**

**Client name** \_\_\_\_\_ **Business name** \_\_\_\_\_

**Business address** \_\_\_\_\_

**Street town state zip code**

**Email address:** \_\_\_\_\_ **Land line phone:** \_\_\_\_\_

**Web address:** \_\_\_\_\_ **Cell phone:** \_\_\_\_\_

**Circle membership information: member non-member (Membership is \$30 per year.)**

**Region: 1. Niagara 2. Chautauqua/Alleghany 3. Finger Lakes 4. 1000 Islands/St. Lawrence**

**5. Central Leatherstocking 6. Adirondacks 7. Capital/Saratoga 8. Catskills**

**9. Hudson Valley 10. New York City 11. Long Island**

.....

**Recipe name** \_\_\_\_\_

**Ingredient list in similar weights from largest to smallest. Be as specific as possible.**

<b>Common name</b>	<b>Brand</b>	<b>Form</b>	<b>Amount</b>
		<b>(fresh, dry, frozen, cut, whole, puree)</b>	

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

**Directions:**

**Total yield of recipe by weight:** \_\_\_\_\_ **Pkg. Serving size** \_\_\_\_\_ **Net Wt. of pkg.** \_\_\_\_\_

Small Scale Food Processors Association of NY

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Stuyvesant Falls, NY 12173

www.nyssfpa.com

**TO:**



**SSFPA Officers**

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Newsletter Production:

Junko Kanamura

Deadline for Summer issue Newsletter:

**June 15, 2007**

Submit articles to: Junko Kanamura  
1116 East Delavan Avenue  
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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 at:

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If you haven't done so already, please send in the survey in the last newsletter to:

Anna Dawson  
362 Eichybush Rd.,  
Kinderhook, NY 12106

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If your SSFPA membership fee is due,  
a renewal form is enclosed

Individual membership fee for 2007 is  
\$30. Your membership expiration date is  
listed on your address label.