



Fall Newsletter

October 2007

Update on “Healthy Food Enterprise Development” in the Farm Bill

Over the weekend we nailed down the language for Representative Gillibrand (NY – 20th) to introduce a Full Committee amendment in the House Farm Bill mark-up, taking place from Tuesday, July 17th through Thursday, July 19th. At this point I am 90% certain that this is the final version of the House amendment and that it will be supported by the Agriculture Committee. Here are the highlights of the one paragraph amendment:

- This no-cost amendment to Rural Business and Industries Loan and Loan Guarantee program allows the Secretary to establish a preference in the program’s application review process for projects which supports community development and farm and ranch income by marketing, distributing, storing, aggregating, or processing locally or regionally produced agricultural products.

- It also includes a definition of “locally and regionally” produced agricultural products.

The best way to support this House amendment is to:

- 1) NY District 20 Constituents: Thank Representative Gillibrand for being willing to offer the amendment. 202- 225-5614 (Brooke Jamison is the lead).
- 2) NY District 29 Constituents (Kuhl): Inform the Agricultural staff about the amendment, that it is no-cost, and ask them to support Rep. Gillibrand. 202-225-3161.
- 3) Other Ag. Committee Districts: Inform the Agricultural staff about the amendment, that it is no-cost, how it would help in their district, and ask them to support Rep. Gillibrand.

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125th Celebration of NYSAES, A Success

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Though a dreary day weather-wise, the Farmers Market tent, organized by Cheryl Leach with Food Venture Center staff, Judy Anderson, was buzzing with people tasting and buying. We met many new processors interested in joining our association as well as old timers like Merle’s Maple Farm, Wendy Ochs’ Nunda Mustard and Eli Martins and daughters selling their pickles.

Walking across the campus of this fine NYS Agricultural Experiment Station (NYSAES), we entered the large, new Farm Technology Center and had a good chat with Director, Steve Isaacs.

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(Farm Bill: continued from page 1)

This amendment alone would have a positive impact, but it is largely a place holder for a more robust authority, with links to improving locally produced food access in low-income communities, championed by Senator Sherrod Brown (OH), who is on the Senate Agriculture Committee.

The best way to support this Senate action is to:

1) Ohio constituents – Thank Sherrod Brown for leading on this issue. 202-224-2315 (Joe Shultz is the lead).

2) Other States: Inform the Agricultural staff about the Healthy Food Enterprise Development Program, how it would benefit your state, and that to learn more they should contact Joe Shultz in Sherrod Brown's office.

If you need additional information, please contact me.

Alan Hunt
202-464-4016

(125th Celebration: continued from page 1)

Steve has been supportive of NYSSFPA since attending our meeting bring together economic development, Cooperative Extensions, and tourism representatives. At the time he was Director of the Yates County Industrial Development Agency, so directing this fine new center for food system economic development and research is a good fit. At present the Center is renting its space for small start-up businesses who bring in their own equipment. Cherry Pharm, a cherry beverage used as health and sports drink, is one of their first food entrepreneurs (see article in our Spring 2007 newsletter). However, Steve is very interested in looking at an incubator kitchen

for processors starting up or growing their businesses.

Other highlights of the Celebration were a chance for people to meet Dr. Olga Padilla Zakour, creative Director of the Food Venture Center where many of our members have brought products for testing of ingredient stability and other advice. Though they no longer have continued production space (beyond trial products), it is hoped that the Farm Technology Center will soon provide that capacity. The Venture Center is a research partner for testing on new varieties of produce at the Experiment Station. They have also initiated the Northeast Center for Food Entrepreneurship (NECFE), teaching people thorough business planning in relationship to the food system.

Though most processors attending had to go home, four came together for supper. Wendy Ochs shared her experience in production and marketing with the Bermons of Aberdeen Hill Farm, who are testing some new beef and pork products. It is hoped that our member website can be used for dialogue of this kind among other meat processors as well as general marketing and supply buying exchange.

Alison Clarke
acompost@gmail.com

Happy 125th Birthday!



President's Corner

Not long ago I saw myself as a farmer, a teacher, a food processor and a farm marketer. I was stuck in my wormhole doing what needed to be done. It is a necessity if we are to succeed. The difficulty with staying in our wormhole is that all kinds of problems are raining down on us that we cannot solve alone.

This Earth Dweller remembers deceased worms after a rainstorm. Their bodies sunburned and wrinkled. Will that be the fate of humans in the future? Will we all die because we cannot create a regional food system that is sustainable? Will it take an earthworm cartoon movie inspired by Gary Larson's worm family in the book, There's a Hair in My Dirt, to help us all understand what needs to be changed? Maybe preaching will not be enough. Will you help draw the cartoon or write the script?

Do you think you can become a Regional Food System Dreamer and Participant—someone who emerges out of a wormhole bringing talent, passion, knowledge, energy and commitment to collaborate and create a sustainable, healthy community in your region? Maybe humans can wake up and climb out of their wormholes to work together, to collaborate—like the premise for the NY Small Scale Food Processors' Association. We can't do it alone—nor can the dietitian, the co-op manager, the truck driver, the chef, etc.

There is a problem with committees and associations. They are loose gatherings of "volunteers", heavily involved with running personally owned businesses and lives that require a lot of energy and time. What we need is a "HomeTown Foods Collaborative" business. Participants, who share the

same vision, would facilitate the creation of a regional food system utilizing an existing network of individuals, businesses and organizations! We cannot wait for a grant or the government or any one individual to solve all of our regional problems.

Our local food systems in NY are fragmented. Businesses and consumer organizations are emerging slowly like worms coming out of their tunnels addressing pieces of the problems. However, we need a catalyst to bring those emerging worms together. I propose that each region of the NY Small Scale Food Processors' Association have access to a HomeTown Foods Consultant-Clearing House located in Eastern NY near Albany. Talented folks from all over the state would be paid to share their expertise for the good of all.

Now is the time to imagine that you are climbing out of your wormhole. On your back, in your hand or in your mind, you carry INFORMATION, PHYSICAL RESOURCES, RECIPES or SKILLS that you will share with others for a reasonable fee or for free. Imagine adding yourself to the brainstormed list below. You can offer what is unique to you—what you enjoy doing. Winter is coming. The ground will be frozen. Your work is slowing down. Imagine the possibilities!

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(President's Corner: continued from page 3)

WORMHOLE WORLD-----SKILL, INFORMATION, PHYSICAL RESOURCES

Nutritionist-- the Albany Food Bank	—beautiful kitchen for food demo video production
	—safe serve training for ???
HomeTown Foods, LLC	—product development kitchen
Carrot Farmer	—carrots for experimental products
Videographer	—edit food demonstration video

Perhaps you know of someone in your region with talent or knowledge that could be added to this list. Become part of a collaborative focused on growing healthy communities and small businesses by contacting me at annadawson@berk.com or call 518-758-7342. We will work together on how this might be done!

Treasurer and Secretary Report

This report covers the first two thirds of the fiscal year, starting in January and ending in August. There have been nine renewals and six new members added. If you have not sent in your renewal, please do so as soon as possible. The membership is \$30. We have created a corporate membership for \$100 and have received two such memberships.

So far this year, the Board has had four conference calls to keep the association progressing.

Hank Herrera, NYSAWG, has worked over the summer to update the membership list with current phone numbers, emails and addresses.

We have produced Winter, Spring, and Summer newsletters. We have updated our association brochure and created a nutritional analysis brochure to submit recipes for a nutrition label. We have been discussing the website and the changes that we will be making within the next year.

Our gift box project was postponed until next year. Read the article to learn the details.

Our treasurer reports that we have a bank balance of \$2,198.99 in savings and \$256.04 in checking. We have received \$200 from our nutritional analysis service.

Beth Linskey, Treasurer
Liz Beals, Secretary
bfk@bethsfarmkitchen.com

* We apologize for the poor quality of Grower's Discount Labels ad in the previous issue. It certainly didn't match the quality of work they provide for their clients!

SSFPA Newsletter Committee



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Food Security with a Nutritious Economical Twist

We are all worried about our neighbors who are financially stressed and have difficulty putting healthy food on the table. Some counties have created a possible solution.

Prisons in rural communities could provide training programs focused on growing fresh fruits and vegetables. Soon-to-be released prisoners could learn skills that could be useful in securing jobs in the agriculture sector. The fresh food grown by the prisoners could then be distributed to community sites. Again, the prisoners involved with distribution would be building experiences that could be used in future jobs in local food distribution businesses.

The missing link to food security is preserving the harvest to extend the season and provide for the cold northeast winters. If we add an Ag. & Mkts. and Health Dept. approved processing kitchen to the rural landscape, prisoners could be trained to freeze and vacuum package as well as to can the harvest. Low cost frozen and canned foods then could be distributed to feeding sites along with recipes designed to be healthy. Our financially stressed families can eat well and avoid illness.

But that is not the whole picture. What about the consumers who buy their foods from food co-ops, independent grocery stores and small town stores? This same kitchen could be operated by employees in a business that processes purchased farm foods into value added products that are sold to these stores, restaurants, day care centers, group homes, families and individuals. We then have created a local food system that is secure and sustainable for all in our hometowns.

Anna Dawson
annadawson@berk.com



Regional Gift Sampler Box Update

The timeline on the Gift Box collaborative project with NY Farms! has been moved forward to the spring of 2008 for several logistical and organizational reasons. We are pleased that the NY Farm Viability Institute agreed to fund this "approach to building markets and increasing farm profitability" for a year beginning March, 2008 with an award of \$49,500 which is reimbursed as milestones are achieved. NY Farms! will be the recipient and lead organization for the grant.

The Board of NYSSFPA has decided to begin laying the ground work for the project by putting together some test gift boxes and other attractive and useful containers. We will begin with our representatives in two regions who have already done some outreach and agreed to offer regional leadership when the project officially begins. What we learn from this test period will offer a much better chance of success and the meeting of 2008 holiday sales expectations.

Not Enough Butchers

My family owns and operates a small pasture-based livestock farm in Ontario County, NY. We raise beef cattle, sheep and hogs on the farm, and also market and distribute our products locally, mainly at the retail level.

We are very fortunate to have a local butcher who is currently under USDA inspection for both slaughter and meat processing. Butchering and processing are very hard work requiring years of experience in order to prepare a product of consistent quality. Let me say that this is a "dying breed". Government regulations, insurances, increasing maintenance are some of the issues causing all but a few of the smaller family owned and operated shops to close their doors or drop their inspection and only perform "custom" butchering (one to one). This is ok for those of us who want an entire beef steer or hog. However, today most people have smaller families and less time. They would prefer to purchase only a few cuts at a time rather than an entire carcass.

Currently, USDA plants don't pay a dime for the inspectors to be on site, unless on overtime. They are, however, required to write and maintain a hazard analysis of critical control points procedure (HACCP), a plan for everything they do. These plans specifically spell out each step of each procedure that is performed in order to mitigate any chance of food borne illness or contamination.

Many states, including New York, may in the future be responsible for these plant inspection services. If this should happen, there would be changes. Each state could mandate and enforce their own roles which may prove to be unfair and an undue burden to an already weakening industry. Additionally, we can probably expect costs to be charged for this type of inspection if the states are to perform them.

Currently, there are only two USDA inspected shops within an hour drive of our farm and two others that are within a two-hour drive. Several have told me they won't be taking more customers in the near or foreseeable future. That means if my butcher dies, goes out of business or whatever, my livelihood ends.

The meat business, even on a small local level, is highly competitive, and not without pitfalls. It is my belief that this situation warrants a closer look not only for my benefit, but for anyone raising livestock for retail or resale.

Please contact me if you are interested in further dialogue.

Jon Bermon
Aberdeen Hill Farm, Gorham NY
585-526-5937
aberdeenhill@yahoo.com

Resource Guide To Direct Marketing Livestock And Poultry

A fine guide written by Martha Goodsell (Fallow Hollow Deer Farm), Tatiana Stanton (Cornell University) and Jim McLaughlin (Cornerstone Farm Ventures), can be found at <http://www.nyfarms.info/FAIDPaper.pdf> or purchased in hard copy for \$5 from Bernadette Logaz, Agriculture Team, Cornell Cooperative Extension, 355 West Main St., Ste. 150, Malone, NY 12953.



Nelson Farms at Morrisville State College

Nelson Farms provides entrepreneurial agribusiness opportunities for specialty food processors, farmers, growers, and producers. Opportunities include: processing/co-packing, product development, dairy incubator, distribution, marketing, consulting and sales. It was in the spring of 2003, when the facility was completed and all production areas were finalized, that we were ready to accommodate specialty food clients. We opened with four basic production rooms, which expanded with additional equipment within two years.

Within the first two years, we realized that we had to do a great deal more than just guide processors through the basic steps to bring a product to market. In many cases, the formulation the clients came with had to be "tweaked" to make their products more shelf stable. We also recognized the necessity of assisting new clients in marketing, distribution, pricing etc. in order for them to become successful entrepreneurs.

To assist our clients as well as other NY processors to market their products, we established the Nelson Farms Country Store. Not only does this store sell many individual products, it also makes hundreds of gift baskets yearly, some with specific themes. We are also active in promoting our clients' products at many shows throughout NYS every year, including the Fancy Food Show in NYC. Our new internet sales for the store should be up and running by September of this year. Once this is established, we hope to set up a NY wholesale website for all Pride of NY specialty food members.

We also do the fulfillment for our clients. We ship by the unit, case or pallet throughout the U.S. and in some cases out of the country. Nelson Farms and Morrisville State College are establishing a state wide distribution system to assist the processor, farmer,

grower, and producer in getting their products to the market place. This distribution system will provide opportunities for expansion into major markets.

We are making major changes this fall. After moving our bakery and dry fill production areas to Oneida, NY, we will be installing a "chill room" for packaging NY fresh grown vegetables and fruits. New equipment that we will have to assist NY farmers and growers will be Individual Quick Freezing (IQF) capability, Modified Atmosphere Packaging, Slicing and Dicing, and other specialty value added equipment to extend the shelf life of fresh grown products to give the farmers more monies per pound and better market participation.

In a little less than four years since we opened, we are co-packing over 300 plus different products and averaging about eight to ten new products a month. We wish all NY Small Scale Food Processors the best of luck and a great success in the future.

To learn more about Nelson Farms, visit www.nelsonfarms.org.

Please contact Sue Evans or myself anytime if we can be of assistance.

Dave Evans, Director
Nelson Farms at Morrisville State College
315-655-8831
evansdl@morrisville.edu

NOTE: Amanda Hewitt, our Regional Contact for Central/Leatherstocking and former NYSSFPA staff, is Product Development Manager at Nelson Farms.



<Member Profile > Cooperstown Cookie Company

The Cooperstown Cookie Company brings together the love of baseball and the love of cookies. The company was founded in the spring of April 2004, and launched at the National Baseball Hall of Fame's World Series Gala and the Doubleday Cafe, both on Main Street in Cooperstown.

I invented the first cookie in my kitchen by using a glass to cut a circle out of rolled shortbread, then making 2 inverted "C" shapes on that circle with a pastry crimper. My husband measured the diameter and coincidentally, it was the same size as a regulation baseball!

Very early on, I wanted to create a special "look & feel" to the company, so I invited illustrator, Lonni Sue Johnson, a local organic dairy farmer who is also a pilot with 5 New Yorker covers, to develop artwork for labels, our website, etc. I also knew that I didn't want to have a retail store, so I invested early in a good website (www.cooperstowncookies.com).

Our first co-packer was Pathfinder Village, a residential community for children & adults with Down syndrome in nearby Edmeston, NY. I approached Judy Anderson's office at the Cornell station in Geneva for technical help in labeling and then asked her to recommend a baking expert. She introduced me to a food scientist who also holds an MBA, with 15 years commercial baking experience, including Mrs. Field's. She and I developed a great working relationship and she is now VP of Operations, a key member of my team. As demand increased, Pathfinder could no longer keep up, so we approached a family owned commercial bakery in Utica to make our cookies. Pathfinder Village staff and residents mix, bag & package our cookie mix.

I started the business on a lark. I was surprised that no one from Cooperstown had ever thought of making baseball cookies, since baseball and cookies seem to be two American obsessions. Hence, that was the genesis of the business. I know that baseball is universal and that

as Ted Spencer of the Hall of Fame says, "It has a spiritual hold on the American public". I figured it was an untapped market.

We'll celebrate our 3rd anniversary in October, when we introduce a new project, "Baseball...anyone can play" at the Hall of Fame's World Series Gala. We collaborated with the National Baseball Hall of Fame to develop a series of products. We are now bundling cookies with the mugs & t-shirts to create a variety of gift groupings. All proceeds from the sale of the mugs & t-shirts go to Pathfinder Village.

I work tirelessly on the business - it's an obsession, and I think we may be seeing our efforts pay off this year. It's still tons of fun and that keeps me going!

Pati Drumm Grady
pdgrady@cooperstowncookie.com
607-547-9146



SSFPA members, be a feature of this page in the next issue - send a profile of your business by mail or via email to:

Junko Kanamura
1116 East Delavan Avenue
Buffalo, NY 14215

junkokanamura@yahoo.com

News from the Region

<Finger Lakes>

Buy Fresh, Buy Local - Summer 2007 Update

Buy Fresh Buy Local New York, a program of the New York Sustainable Agriculture Working Group in Rochester, has enjoyed a successful and lively summer. We continue to coordinate outreach to support local food systems development with the expansion of the Buy Fresh, Buy Local campaign. We are recruiting new members including local farms, small-scale processing businesses, and supporting enterprises. We are also bringing the "Buy Local" trademark to more consumers.

Reaching New York: Buy Fresh Buy Local NY participated in the 22nd Annual Farm Aid Concert to benefit family farms across the country. This year's event featured a caravan tour of local farms right here in New York, winding through the state from Syracuse to New York City Sept. 3-9. Buy Fresh Buy Local joined 13 other groups working with Farm Aid to coordinate tours and press events showcasing community agriculture innovations linking New York residents to fresh, local food in Syracuse, Rochester, Ithaca, the Capital District, the Hudson Valley and New York City. To read more about the caravan, visit farmaid.blogspot.com.

New Partner: We are proud to welcome our new local partners to the Campaign. The South Wedge Farmers Market in Rochester has enjoyed a phenomenal pilot season with over 15 weekly vendors, all from within a 100 mile radius of the city. Individual partners from the market include East Hill Farm in conjunction with the Rochester Folk Art Guild and Honey Hill Farm, featuring pasture-raised Highland cattle and pasture raised poultry. Market managers Chris and Vicki Hartmann infuse the market with community flavor, coordinating weekly entertainment, business specials, and local bicycle delivery of market products.

Other recent recruits include dairy farmer Teri Cleveland of Campbell, who participated in NY-

SAWG's Business of Cheese making Workshop at Heamour Farms, and The Barber Farm, owned and operated by Jim and Cindy Barber and their family. Jim serves as Special Assistant to the NYS Commissioner of Agriculture.

Save the Date: NYSAWG invites you to attend the Second Annual Buy Fresh Buy Local Fall Kickoff at the Olean Farmers Market on Saturday, October 20. The event will feature the tri-village farmers market vendors of the Rural Enterprise Association of Proprietors (REAP), with an array of fresh produce and baked goods. Market-goers can enjoy live music, a market basket raffle, and free tasting of local goods. REAP is a Local Partner of Buy Fresh Buy Local New York.

For more information about Buy Fresh Buy Local NY or other NYSAWG programs, or to become a Local Partner, please visit buylocalny.org or call NYSAWG at 585-271-0490.

<Chautauqua/Allegheny>

Chautauqua Lake Erie Wine Trail - A Fast Growing Wine Trail!

May we boast about the growth of the Chautauqua Lake Erie Wine Trail? Five new members have joined the Wine Trail Association for 2007-2008 year, bringing membership to twenty-one. This helps to put the Trail, located in the midst of 30,000 acres of vineyards in western New York and Pennsylvania, "on the map". Chautauqua Lake Erie Wine Trail, in the Lake Erie appellation, is probably the only Wine Trail in the country located in two states. The new wineries include:

Burch Farms Country Market – Six generations of the Burch Family have operated this farm-based fruit business located on Sidehill Road in North East, PA. The family added a wine shop in 2006. www.burchfarms.com

Heritage Wine Cellars – This winery, located on Route 20 in North East, PA was established in 1977 and is now operated by the third generation of the Bostwick family. www.heritagewine.biz

Lakeview Wine Cellars – Lakeview is located on Singer Road in North East and will be a small boutique winery specializing in premium oak-

aged wines. Vistas of rolling vineyards and Lake Erie are visible from their ridge location. Opening in spring, 2008.

www.lakeviewwinecellars.com

Liberty Vineyards and Winery – Liberty Vineyards and Winery will be located on Route 20 in Sheridan, New York, and plans to open in the late fall of 2007. www.libertywinery.com.

South Shore Wine Company – The Mazza Family is re-establishing one of the oldest wine businesses in the Lake Erie area. South Shore's tasting room is located in its impressive stone cavern and cellar, the original home to Erie County, PA's first commercial winery. www.mazzawines.com.

2007 Chautauqua Lake Erie Wine Trail Holiday Wine Weekends November 3&4 and 10&11 10-5pm

This year, nineteen wineries, up from 15 last year, located between Silver Creek, NY and North East, PA, will be participating in the Wine Trail's 2007 Holiday Wine Weekends. To celebrate the holidays, each winery will offer special holiday fare – from scrumptious savories to incredible sweets – paired with a complimentary wine. It is up to the participating guests to choose the weekend and the itinerary. Visit the wineries, including the one designated as gift pick-up point, in any order on Saturday and Sunday. Tickets (\$31 for singles or \$47 for couples) are sold online at www.chautauquawinetrail.org. Information on a local bed and breakfast on Saturday night is available at the same website.

<New York City>

Do you have your Food Handlers License/Food Protection Certificate? The NYC Dept of Health is offering it for free until December 31st. That is a savings of \$105. In addition, you can take the course on-line and just go down for the test.

<http://home2.nyc.gov/html/doh/html/hany/hanyfood-online.shtml>

Festivals and Workshops

Pride of NY Harvest Festival

10th annual festival will be held November 12 and 13 at the Desmond Hotel in Albany. For more information, visit www.prideofnyharvestfest.com.

Entrepreneurship Workshop Series September 20 - November 29, 2007

Artisan Baking Center/Consortium for Worker Education in conjunction with the La Guardia Community College SBDC and Mi Kitchen Es Su Kitchen® is hosting a 10-week seminar series designed to help you start or grow your business. Each session will focus on a specific topic and there will be industry experts to answer your questions. The seminars will be held from 6 – 8pm at Artisan Baking Center, 36-46 37th Street, Long Island City, NY 11101.

Seminar titles are, Getting Started, Marketing for Continual Growth, Price and Presentation, Legal Structures & Tax Issues for Small Businesses, Insurance & Product Liability, Hiring & Managing Employees, Utilizing a Professional Space, Get Organized & Get Money, Writing the Business Plan, Building Your Network, Free One-on-One Business Counseling by Appointment.

Cost for the series is \$95 and attendees completing all 10 sessions will receive one free shift in Artisan Bakery Center Kitchen Incubator. The entire workshop will be repeated again in the spring of 2008. For more information, contact Kathrine Gregory
Mi Kitchen Es Su Kitchen®
212-452-1866
www.MiKitchenEsSuKitchen.com

Tilling the Soil of Opportunity: Business Training for Agricultural Entrepreneurs

If you are an agricultural entrepreneur who is thinking of starting an agricultural-based venture, or have already started one, consider taking the NxLevel "Tilling the Soil of Opportunity" agricultural entrepreneurship business plan training course this fall. The six-day course is designed for people who are searching for innovative ideas

and enhanced marketing opportunities in the area of value-added agriculture.

Each two-day session covers several topics, including: taking stock of your resources; business concept, mission and goals; legal structure (regulations, contracts and leases); management from the ground up; marketing issues; marketing strategies; budgeting; record keeping and accounting; cash flow and financial statements; financing; and business growth issues and strategies.

Sessions run November 13-14, November 27-28, and December 11-12, at the Suffolk County Cornell Cooperative Extension building at 423 Griffing Avenue, Suite 100, Riverhead, NY. The hours are Tuesday, 1-7 p.m. and Wednesdays from 8 a.m. - noon.

Please register on line at www.nysaes.cornell.edu/hp/events/index.php or through Cheryl Leach at 315-787-2622 or cal35@cornell.edu. For more information, contact Dale Moyer, ddm4@cornell.edu, 631-727-7850 ex. 0341 or Cheryl Leach.

Better Process Control School - Acidified Foods Only

November 1, 2007 - November 2, 2007, 8:00 am - 5:00 pm at Ramada Yonkers, 125 Tuckahoe Road, Yonkers, NY 10710. The Better Process Control Schools (BPCS) certify supervisors of thermal processing systems, acidification and container closure evaluation programs for low-acid and acidified canned foods. For more information, contact Nancy Long at 315-787-2288, or npl1@cornell.edu.

The annual Cornell Strategic Marketing Conference

November 5-6, 2007, at the Henry A Wallace Visitor and Education Center at the FDR Presidential Library and Home in Hyde Park, NY. This year's conference will focus on increasing agricultural producer and agri-business access to consumer markets.

Determining how to better integrate existing and new farm products into emerging markets is often a challenge faced by many local and regional agricultural producers. Producers, distributors, whole-

salers, and retailers will share their insights on distribution, selling techniques, accessing markets, and expanding market opportunities and ways producers can capitalize on them.

The conference will also feature concurrent producer and industry panels representing fruits and vegetables, dairy products, and livestock and meat products that will present and share their first-hand knowledge of issues surrounding food safety, post-harvest technology innovations, new marketing approaches, and new product, value-added, and quality opportunities to meet market demands. Representatives from successful joint-producer ventures will be on hand to discuss partnerships and cooperative arrangements that are making marketing possible.

Conference information is available at http://aem.cornell.edu/outreach/conferences/strategic_marketing.htm. For information or to obtain a registration form, contact Vicki Parker at 254-6761 or vrp5@cornell.edu.

For additional information, please contact: Todd Schmit, Dept. of Applied Economics and Management, at 607-255-3015 or tms1@cornell.edu, or Bob Weybright, CCE-Dutchess County at 845-677-8223, ext 122 or rw74@cornell.edu.

Send the news and announcements to:

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The deadline for the winter issue is
December 15, 2007



Small Scale Food Processors Association of NY

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TO:



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Anna Dawson, President

Jeri Woodhouse, Vice-President

Beth Linsky, Treasurer

Liz Beals, Secretary and Membership Coordinator

Joan Reid, Member at Large,
NYC Region

Alison Clarke, Friend of SSFPA

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Junko Kanamura

Deadline for winter issue:

December 15, 2007

Submit articles to: Junko Kanamura
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Or E-Mail to:

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

junkokanamura@yahoo.com

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.