



# Summer Newsletter

July 2006

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

Individual membership fee remains at \$25 per year; rates will change in 2007! Your membership expiration date is listed on your address label

## Specialty Basket Study in Progress

A feasibility study is in process for a potential collaborative project between the NY Small-Scale Food Processors' Association.

(NYSSFPA) and NY Farms! NY Farms would focus on marketing while NYSSFPA on production and accessing products. Krys Cail, Agriculture Development Specialist with Cornell Cooperative Extension, and NY Farms! Board are excited about the possibility of marketing small-scale food products in tourism regions across the state and building regional as well as state identity. This would offer not only marketing and publicity for our processors' products, but also a small funding stream for these two not-for-profit organizations who share the mission of promoting NYS farmers and products.

We are gathering names of producers through our regional contacts (see listing of names at the end of this article). The minimal requirements would be:

1. A New York farm or food business which is a member of NYSSFPA and/or NY Farms. (Membership fee of \$25 for NYSSFPA is to be sent to: c/o Nancy Morey, 109 Brown Rd., Oxford, NY 13830.)
2. Must use a majority of NY agricultural ingredients in products.

3. Must meet all federal and state growing, processing, packing and labeling laws, rules and regulations.

4. Participant or distribution representative must have access to e-mail and phone.

5. Must be able to fill orders within ten business days.

6. Must be able to get product to regional distribution center for consolidated packing and shipping.

7. Have wholesale and retail pricing structure and willing to sell wholesale price for inclusion in the basket.

We could put different combinations in containers, so that more producers would be represented from each region.

The tentative plan is to purchase products from processors at a wholesale price and include a booklet with information about each product. Customers then will be able to contact producers directly for repeat sales. We are looking at a couple of possible containers. One is striking, bold-colored canvas on a strong frame (8' deep x 10" wide x 13" long) with possibility of regional logos on the side. The other is a basket made with grape vines currently made in the Syra-

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## Specialty Basket (continued from page 1)

Thanks to a NY Farm Viability Institute grant to Kim Mills at SUNY Morrisville to set up internet marketing of NY products, it may be possible to collaborate for this project, with the possibility of student participation in the packing and distribution. Other potential marketing channels being assessed are specialty shops, farmers markets, corporate gifts, and school sales. Obviously, size and pricing will be crucial to determining the feasibility.

Kim is currently taking applications from "individuals" who would like to market their products directly and he will negotiate with you directly. Those interested should contact him at [millsk@morrisville.edu](mailto:millsk@morrisville.edu). If the basket becomes a feasible collaborative project, we will do our internet marketing through Kim as well as the other marketing options mentioned above.

We have been in conversation with those in our regions already distributing baskets of various sorts, and believe that this may be a unique and compatible addition. We will also put together a larger NYS container.

Please call or email your regional contact (see list below), Krys Cail or Alison Clarke with your interest, questions and suggestions. If there are others doing baskets whom we haven't contacted, please email Alison Clarke. We hope to have a decision on whether to go ahead by mid-summer. Here's to a successful summer season!

Alison Clarke, 585-394-0864  
[accompost@gmail.com](mailto:accompost@gmail.com)

Krys Cail, 585-394-3977 Ext. 402  
[klc32@cornell.edu](mailto:klc32@cornell.edu)

### Regional Contacts

#### Niagara:

Jim Bittner 716-778-7330  
[bittner58@aol.com](mailto:bittner58@aol.com)

Carol Murphy 716-778-7926  
[cmurphy@murphyorchards.com](mailto:cmurphy@murphyorchards.com)  
Yvette Muhammad 716-895-1679

#### Chautauqua/Allegheny:

Patricia Daugherty 888-345-4606  
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#### Finger Lakes:

Pam Masterson 585-245-1252  
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Fred Forsburg 585-346-3829  
[honeyhillfarm@frontiernet.net](mailto:honeyhillfarm@frontiernet.net)

#### 1000 Islands/St. Lawrence:

Jim Woodrow 315-347-2395  
[jaw@tds.net](mailto:jaw@tds.net)

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#### Adirondacks:

Bruce Surprenant, 518-236-7715  
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Jane DeSotelle, 518-425-3306

#### Capital/Saratoga:

Chris Selkirk, 518-664-1679  
[cbselkirk@netscape.net](mailto:cbselkirk@netscape.net)  
Anna Mae Clark, 518-885-7356  
[jammaker@nycap.rr.com](mailto:jammaker@nycap.rr.com)

#### Catskills:

Joseph Walsh, 845-292-6180  
[jjw11@cornell.edu](mailto:jjw11@cornell.edu)  
Amy Jackson 845-688-9765 (no email)

#### Hudson Valley:

Jim Milano, 845-688-9765  
[jimmilano@aol.com](mailto:jimmilano@aol.com)  
Beth Linsky, 800-331-5267  
[bfk@bethsfarmkitchen.com](mailto:bfk@bethsfarmkitchen.com)

#### New York City:

Priscilla Maddox  
718-398-5710, 718-468-9540  
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#### Long Island:

Joan Bernstein, 631-878-0619  
[joan.bernstein@verizon.net](mailto:joan.bernstein@verizon.net)  
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[tasteofnorfork@aol.com](mailto:tasteofnorfork@aol.com)

## President's Corner

This morning on my way to the kitchen I stopped at my favorite local farm stand. There was my neighbor-farmer logging onto his computer for an update on the weather to track an approaching storm. It used to be that he'd gather at our little general store for coffee, local gossip and a daily update but times have changed- there are only a few farmers left here on the eastern end of long island and communication is more likely to take place "on-line". His colleagues in the farming community may be fewer and far between, but the need to keep in touch makes the computer a vital link to the news and views that fuel his day.

We, too, have a great need to "keep in touch". It has been a long time coming but our NYSSFPA website looks great and is finally functioning the way we envisioned it would. The discussion forum allows us to post articles, announcements of special events and meetings, ask questions and share news & information. Passwords provide "members only access" to discuss internal information

(See Roy Petersen's article about the website)

From an organizational point of view it helps achieve our goal of supporting the needs of small scale food processors throughout the state. Now, not only can we realize more of our goals but we can do so more efficiently. The website can strengthen our mentoring program linking seasoned processors with people just starting out or venturing out in new directions. It gives us new opportunities to outreach and educate the public about small scale food processing, to promote the use of local farm foods and support for regional processors, and to link members throughout the state with each other and but to also link farmers and growers with our members.

Now that we finally have interactive capabilities, it is up to us to use them.

And that is the exciting part. Think of the possibilities- we can share the knowledge, resources and tools we need to help us grow our businesses successfully. We can share information about grants and technical assistance, recommend suppliers, advertise for labor. Maybe you have a new product to showcase or an overabundance of berries to sell. Perhaps you've outgrown some equipment or are looking to purchase a 30 quart commercial mixer. We can help each other problem solve, answer questions about regulations and licensing, point out changes needed in existing rules and policies. And we can also share in the good news, the events we are hosting, the classes we are

teaching, the cook books we are writing and the success stories that lift every one's spirits.

As an organization we are quite unique.

We are a processor lead group -with limited funding and no paid staff. But the enthusiasm, persistence and volunteer efforts of our members makes us a force to be reckoned with! Just last month Sharon Kroger forwarded her e-mail exchange with Assistant Commissioner Rick Zimmerman from Ag and Markets urging the department to adopt a sliding scale for 20-C licensing fees to differentiate between start-up and small operations and larger "big" stores. Sharon got the ball rolling but we can all log-on and let our views be known - all of our ideas count and we know there is strength in numbers.

And while you are on-line.....

In case you haven't discovered it already, I highly recommend that you check out NY FARMS! website ([nyfarms@clarityconnect.com](mailto:nyfarms@clarityconnect.com)) Their electronic bi-weekly news-to-share letter is filled with a wide range of articles and important information for farmers and consumers throughout the state. In addition to "news and views" topics include everything from employment opportunities and upcoming events. The latest issue followed Nancy Morey's e-mail description of the aftermath of recent floods and provides valuable information about who to contact for assistance and how to contribute to relief efforts.

In the end, however, I still believe that nothing really quite equals the importance of face to face contact with each other.

One of the best ways to "keep in touch" is to get together with other processes in your regions and to participate in markets and shows for both consumers and the trade. One of my favorite fall events is Pride of New York's Harvest Festival at the Desmond Hotel in Albany. This year it will be held on November 11-12. (Contact Sue at: [sue.santamarina@agmkt.state.ny.us](mailto:sue.santamarina@agmkt.state.ny.us))

This show is a great opportunity to showcase NYSSFPA and provides us with an opportunity for cooperative marketing. We've reserved two tables for members to display and sell their products. If you wish to participate make sure your dues are paid and contact me at 631 734-6100 or send an e-mail to [jeriwood@aol.com](mailto:jeriwood@aol.com). This is a very popular event and since it comes at the end of the harvest season a time to sample great wines and fine products while having some fun and relaxation, too!

# Nutrition Analysis

## Should you have one done for your product?

Many small scale food processors do not have nutritional analysis done for their products. Some of the possible reasons are the cost, little space on the label, no requirement, and/or little understanding of the benefits. This article explains the usefulness of nutrition analysis to consumers and processors.

Consumers who read the label are often looking for nutrition information. Their reasons may be to avoid foods that are high in fat, sugar or sodium. Calories are a concern to those interested in weight loss. Increasing fiber in the diet is also important to many. Providing the nutrition information helps consumers to meet their special dietary needs or make smarter food choices than can help prevent heart disease, diabetes, cancer, etc.

A nutrition analysis helps the cook understand the value of the various ingredients in their recipes. There are a number of nutrition analysis programs available—ranging in price from \$250 to \$5000. Dietitians, chefs, school food directors and food processors find them easy to use and value their usefulness for product development. For example, an old recipe might call for 4 ounces of cheddar cheese, but taste tests reveal that 1 ounce of local farm cheddar is enough for the flavor. Less cheese results in a lower product cost and provides consumers with a healthier product.

Large scale food processors often obtain patents for new processes that take foods apart. Such excessive processing strips whole foods of much of their nutrient value. These food parts are then sold to other processors and made into new concoctions enriched with the latest fad nutrient. Packages of such food scream health claims from grocery store shelves. But, are our bodies designed to put food parts back together?

Small Scale Food Processors use simple processes to preserve and combine whole foods.

Foods need a nutrition voice. A nutrient analysis provides the objective voice that tells the world how healthy our whole foods are. According to T. Colin Campbell, Cornell researcher and author of The China Study, consumers need a low fat diet of whole grains, whole fruits and whole vegetables with limited amounts of animal proteins to prevent diet related diseases. Small scale food processors can provide those kinds of foods.

You may want to visit my product education website [www.ourhometownfoods.com](http://www.ourhometownfoods.com) to see the total nutritional picture of some whole food products. Check out “Birdseed Breakfast”—a soaked whole grain cereal that is cooked in minutes. Check out the “antioxidant” information on fruits and vegetables. Your whole food products are nutrition goldmines. Use nutrition information to educate yourself and your consumers about the nutritional value provided by whole foods. Also, visit [www.whfoods.com](http://www.whfoods.com)—a not-for-profit website that educates you about the world’s healthiest foods. You may recognize some foods that you use in your recipes.

Anna Dawson  
Hometown Foods, LLC  
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SSFPA is offering this nutrition analysis service to its members at a cost of \$50 per label. Those interested should contact Anna Dawson at the above address or via email.

## The Food Venture and the Ag Innovation Centers

The Northeast Center for Food Entrepreneurship at New York State Food Venture Center (FVC) provides comprehensive assistance to beginning and established food entrepreneurs, thus promoting sustainable economic development of rural communities. As part of NYS Farm Viability Institute's Agriculture Innovation Center (AIC) the Venture Center has a special focus on farm-based businesses producing value-added products. The Center supports farmers and entrepreneurs by offering technical services and training that will enhance the success of new ventures and the retention of established businesses. These services will focus on the needs of producers of fruit and vegetables products through processing however, certain dairy products qualify.

The Center collaborates with other AIC projects, SUNY, and state and private organizations to facilitate implementation. Technical services that will be offered by the FVC include the following:

- Advice on selection of adequate processing and packaging equipment
- Food safety evaluation and regulatory compliance of new products
- Support for the development of quality control and quality assurance procedures
- Assistance in developing HACCP plans
- Identification of distribution and market opportunities

Assistance with business plans in coordination with Applied Economics and Management.

Watch for NxLevel™ business plan training course to begin this fall at Cornell Cooperative Extension in Dutchess Co. For more information on AIC and NxLevel™ contact Cheryl Leach at 315-787-2622 or email at [cal35@cornell.edu](mailto:cal35@cornell.edu)

Website: <http://www.nysaes.cornell.edu/necfe> and <http://www.nyfarmviability.org/aic/>

## Debut of NY Wine and Culinary Center

An exciting, large, attractive building entitled the NY Wine and Culinary Center is 19,474 sqft, \$7.5 million not-for-profit facility at the north end of Canandaigua Lake. (Few know that Wild Irish Rose was from the Canandaigua Winery that now is Constellation Brands, largest owner of wineries in the world now!)

The facility will showcase New York Wines, produce and other products. With walls of beautiful black walnut and cherry, the building features a large PRIDE of NY room educating visitors about NY agriculture, large multi-stove kitchen for hands-on recipe preparation with chefs, or as a team-building exercise for executives, a small amphitheater to listen and watch a chef prepare dishes from local ingredients, and a wine tasting center. The second story loft caters to those

gatherings for gourmet snacks, NY Wine or beer. A computer will direct them to the producer's Web site, to get directions or place an order. Outside gardens have been planted with NY vegetables and fruit trees

Farmer and processor on the NYSSFPA Board, Fred Forsburg, is scheduled to teach three classes along with his chef, on June 24, July 1, and August 12, using some of his specialties, garlic scapes, grass-fed organic poultry, and heirloom tomatoes, respectively.

Your NYSSFPA Board will tour the Center during its next quarterly meeting in July, and look for more opportunities for processors' participation. Certainly in the classy Center's gift shop, our Regional Specialty Baskets would be welcomed!

# Culinary Bounty Program Launches Along Lake Erie

The Concord Grape Belt Heritage Association ([www.concordgrapebelt.org](http://www.concordgrapebelt.org)) recently established a Culinary Bounty Program for the unique, dense grape growing region along Lake Erie. The program, modeled after the Finger Lakes Culinary bounty, aims to web together the region's grape farms, wineries, consumers and restaurants.

The core objectives of this new committee is four-fold:

1. To promote consumption of locally produced concord grape products.
2. To raise public awareness of the economic impact of the concord industry.
3. To encourage concord value-added product development.
4. To increase businesses' use of local produce.

The program will initially concentrate within the geographic stretch between Harborcreek (PA) and Silvercreek (NY). Though the committee is young,

working across state lines is both an attention-getter in terms of funding as well as a challenge in terms of legal compliance.

The strengths of this region are abundant. The Lake Erie region is gently moderated by the Great Lake, and walled off by an escarpment, thereby creating a microclimatic pocket. These conditions enable the cultivation of a wide range of crops including peaches, apples, cherries, plums, prunes, garlic, melons, strawberries, sweet corn, tomatoes, peppers, herbs, pumpkins, ornamental crops, flowers, fish and many others. This region is also home to dairies, sugarhouses, ostriches, and of course, boutique wineries. The wineries here are gaining momentum both in terms of number and quality. Look for this area's tourism to bloom exponentially in the coming years.

Patricia Daughrity,  
Chautauqua/Allegheny Region contact  
[orchards@cecomet.net](mailto:orchards@cecomet.net)

## The 2nd Little Lakes Food Festival

We will celebrate the food, wine, music and the arts of the Little Finger Lakes at the second annual Little Lakes Food Festival on July 29 from 10am to 5pm at the historic Eagle Crest Vineyard on Hemlock Lake. There will be much tasting of the unique foods made by our small scale food producers of the Little Finger Lakes and sampling of our wines. We are again featuring great Celtic and old time fiddle featuring The Dady Brothers, Phil Banaszak Trio (top fiddler in NYS), Mary and Howie Lester with The Gamut and Brooke & Elaine.

A limited-seating dinner beginning at 6 pm will cap this unique event. A team of local chefs will prepare a five course fine dining experience from only the finest Little Lakes chicken, beef and lamb accompanied by seasonal vegetables and fruits. Multiple wines will be poured to complement the

meal. Dinner tickets are sold in advance. For tickets or festival details see [www.ATasteoftheLittleFingerLakes.com](http://www.ATasteoftheLittleFingerLakes.com).

Much to all our surprise and delight in 2005, the first year, we drew double our highest expectations at 1500 guests! This year we expect about 2500 guests and will feature 45 vendors, an increase of 50% over last year with >90% returning from last year. We all believe that the authenticity provided by our local small scale food processors was the critical element here. People are seeking the real McCoy and found it here with all sort of jams, special and unique pickles, salsas, chutneys and vinegars to name a few.

Fred Forsburg  
Finger Lakes Region contact  
[honeyhillfarm@frontiernet.net](mailto:honeyhillfarm@frontiernet.net)

## Successful Incubator Kitchen in San Francisco

La Cocina (the kitchen) is a non-profit incubator kitchen in the Mission District of San Francisco funded by the Women's Foundation of California and other foundation grants. Three commercial catering tenants keep the kitchen financially stable. It was actually opened in 2005 and has at least fourteen clients now.

The mission is to assist lower income (Housing and Urban Development standards) micro entrepreneurs become economically self-sufficient and achieve business sustainability. The individuals are mostly women and new immigrants. The kitchen gives them a fully licensed, affordable, commercial kitchen space, technical assistance, and awareness of marketing opportunities.

The women, and some men, have their dreams and goals, whether it is meat pies or baby food. They are given assistance in obtaining liability insurance, workman's compensation, and getting the proper state and federal licenses. The technical support is in such area as recipe scaling, logistics, labeling, and even graphic design. Then, to top it off, help is given on where to market their products from places such as farmer's markets to Peruvian restaurants. CMB Sweets even has a New York City broker.

The space is one, large, well equipped kitchen. It is rented by the hour which makes it economically feasible but also increases the importance of being super organized. You must bring material in, set up, make your products, package, clean up, and be gone in an allotted time frame.

Every client is mentored. There are volunteer chefs and evaluations are done every six months to reassess or readjust individual goals. The business plans are redone as the business changes. It appears to be a very supportive environment. I believe there is a five year window to be out on your own in a "real" commercial space. It also appears they can become tenant clients before the big jump.

Laurie MacKenzie is director of programs at La Cocina and returned my call to her promptly even though this has to be a full, full time job. Valeria

Perez Ferreiro, executive director, has had thirteen years experience in work force development and attended Cornell University.

One of our members, Katherine Gregory, of Mi Kitchen Es Su Kitchen, saw the facility in construction. She said it is truly a "shared use" kitchen. Her understanding is that the women have been working out of their homes and have very low incomes. She felt when their growth came to \$50,000 a year, they would have to go to a bigger space. In Katherine's facility, The Artisan Baking Center, the clients generate approximately \$15,000 to start and can build up to \$100 or \$150,000 before leaving. Her kitchens are rented by the day and week, day and night, on a contracted basis.

We all wish the clients of La Cocina luck and I applaud the founders. Let's watch them grow.

For more information, please go to [www.lacocinasf.org](http://www.lacocinasf.org) or call 415-824-2729. Also, for more information on Katherine Gregory, please go to [www.mikitchenessukitchen.com](http://www.mikitchenessukitchen.com) or call 212-452-1866. Both websites are very well done and informative.

Beth Linskey  
Hudson Valley Region contact  
[bfk@bethsfarmkitchen.com](mailto:bfk@bethsfarmkitchen.com)

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### Another Success from NYC

Thomas Lutazi of Artisan Sauces is co-owner of a start-up at members Joan Reid and Priscilla Maddox's incubator kitchen, Kitchen for Hire. Here is his story.

"Artisan Sauces was founded in 2004 as two friends were discussing the amount of time and resources it takes to make a wine reduction such as the one they had just tasted on their delicious breast of duck. A retired American chef living on a farm in Maryland and a young European food connoisseur living in New York City joined forces to establish Artisan Sauces.

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# Proposals Requested for NYFVI Program

Jim Bittner, Niagara Region contact, felt this information would be valuable to our members.)

Syracuse, NY -- The New York Farm Viability Institute, Inc. (NYFVI), an independent not-for-profit organization dedicated to increasing the strength and profitability of the New York agricultural production sector, has announced its 2006 grants programs. Agricultural Innovation Center grants focus on value-added product development and business planning. Extension Innovation grants focus on new and unique ways of providing technical assistance, education and outreach that will foster the adoption and implementation of new technologies, practices, production systems or management strategies. Applied Research Partnership grants include field tests, demonstration plots and research trials implemented directly on farms.

In 2005, the New York Farm Viability Institute awarded \$2.8 million to 33 projects that addressed challenges to a diverse range of horticultural, fruit, vegetable, dairy, and livestock enterprises. Projects that received funding range from equine economic development and dairy manure management to value-added maple products and high tunnel horticultural production enhancement. With the funding NYFVI was awarded in the 2006 State budget by Governor George Pataki and the NYS Legislature, the Institute expects to fund projects addressing an even broader set of barriers to and opportunities for New York's agricultural production industry.

The NYFVI has placed its requests for proposals for all three grant program areas on the Institute's website ([www.nyfarmviability.org](http://www.nyfarmviability.org)). Farm organizations, agricultural producers, Cornell Cooperative extension staff and educators and researchers from other private and public sector organizations are encouraged to apply for the NYFVI grants. Guidelines and submission dates are available on the website.

The Institute has also posted its most current list of identified barriers to NYS agriculture on

the website. Challenges and potential opportunities identified by farmer panels included both production management changes and business management changes. Producer panels consisted of members of the NYS Horticulture Society, NYS Vegetable Growers, NYS Berry Growers, juice grape growers, and The Organic Dairy Task Force of the Cornell Small Farm Program. Input from conventional dairy producers representing large and small farms across the state is also available on the website. Barrier lists will be used to prioritize project proposals during the grant cycle.

NYFVI funds projects that will result in measurable farm-level impacts, increase the overall success and profitability of NY farm businesses, strengthen the NYS agricultural production sector, enhance agricultural environmental stewardship and contribute to the vitality of rural communities.

For more information on the New York Farm Viability Institute, visit the website at [www.nyfarmviability.org](http://www.nyfarmviability.org) or call 315-453-3823.

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## Another success in NYC (continued from page 7)

We shared the wine reduction to rave reviews with our friends in NYC, DC and LA. The result was the creation of three flavors: Cherry-Port, Blackberry-Merlot and Blueberry-Late Harvest. They represent our latest efforts at producing the only true wine reduction products commercially available."

Visit them at [www.artisansauces.com](http://www.artisansauces.com) for further information and recipe ideas.

## Product Development at Nelson Farms

My job as Product Development Manager at Nelson Farms has evolved from helping clients start producing their products and doing the production, to actually doing product development for their recipes and ideas. We discovered that more work was often needed to bring product to production than mere scaling-up.

I work with basically three kinds of clients, each with the own particular challenges.

One type of client is the person who has taken a family favorite recipe and wants to produce it for public consumption. Usually the recipe has done in gallon or less size, and many times it revolves around produce from the garden. We (the client and I) need to find a way to bring the taste the client has developed into a product that utilizes pre-prepared products to allow for year-round production. Such products as sauces and salsas that were originally a combination of garden vegetables will now use canned, diced tomatoes and frozen vegetables. Often times the original recipe was canned at home, so the transition to shelf-stable is relatively easy.

Another type of client I frequently work with is the chef who has a special sauce that has been very popular at the restaurant. He or she

would like to expand the sales of this product for home use. This presents another whole set of challenges. Usually, the original product was prepared for immediate consumption. We now have to figure out how to make the product shelf-stable. This can bring into play a whole array of acidifiers and perhaps gums. The integrity of the final product must match or exceed the original.

The other group of clients I work with is the farmer with raw materials that s/he would like to utilize in new ways to reach new markets. Farmers naturally want to maximize their crop and use all that is produced, even what is usually considered waste, either because it looks less than perfect, or it is removed to facilitate processing of the main crop. I often get to use my creative abilities more with these products than either of the first two. Often times the farmer does not know what s/he wants to make with the crop, but just wants to utilize it.

I have been doing this for about two years, and I learn something new every day. This has been very rewarding and exciting work.

Amanda Hewitt  
Central /Leatherstocking Region contact  
[ahewitt@twcnny.rr.com](mailto:ahewitt@twcnny.rr.com)

## Meet our Webmaster

**Please allow me to introduce myself; my name is Roy Petersen of Woollybear Web. I have had the pleasure of being the webmaster for NYSSFPA since July of 2005. I have been designing, updating and hosting web sites since late 1998, establishing my company in early 1999. I have extensive knowledge in HTML, graphic design and internet related technologies. I run several discussion forums, as well**

**as several community and charity websites. Contact me if you have any questions and concerns, need web design or hosting assistance. Call me at 607 843 2121. My mailing address is 344 County Rt. 4, Oxford, NY 13830. Or, email me at [info@woollybear.com](mailto:info@woollybear.com).**

**Webmaster--Roy Petersen ~ Woollybear Web**  
 >> Main site: [www.woollybear.com](http://www.woollybear.com)  
 >> Help desk: [www.wbhelp.com/support](http://www.wbhelp.com/support)  
 >> Free tech help: [www.wbhelp.com](http://www.wbhelp.com)

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## Experience International Trainees

(The following article was sent by Jim Miller, Program Coordinator at the organization.)

Experience International (EI, [www.expint.org](http://www.expint.org)) is a not-for-profit, educational organization designated by the US Department of State to sponsor J-1 visa training programs. Since 1988 we have been placing international professionals with outstanding hosts in the fields of agriculture, horticulture, forestry, fisheries and resource management. This includes food processing or "agricultural products processing" and we have several applicants in this area every year.

We place trainees with host who have an interest in international exchange and that can give them the right environment to enhance their existing skills. Our trainees are typically young professionals –though we have no upper age limit– with at least two years of practical experience, 2 years of post-secondary education and conversational English skills. Hosts get a qualified, motivated person for their team while participating in a valuable cultural exchange.

Each of our trainees is screened by our Program Representative in their home country as well as by EI staff and we provide ongoing support throughout their placement. I know that this program is not for anyone but for those willing to invest a little time, I think the rewards are worth it. Trainees are of course here for the experience but that is just one small part of what happens.

- In most cases hosts provide the trainee with an hourly wage or stipend and/or housing.
- EI charges an \$85 per month fee for program support and administration.
- Trainees are responsible for their own health and accident insurance.
- Hosts must provide workmen's compensation insurance.
- Trainees are responsible for their travel to and from the country.
- Placements are typically 6-18 months.

If you are interested or just want to find out more, contact Jim Miller at 1-800-220-7660 or via email at [progcoord@expint.org](mailto:progcoord@expint.org)

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## News from the Regions

### Long Island Region

Congratulations Martin Sidor Farms (Suffolk County), on their \$60,000 grant from FAID to develop "North Fork of Long Island All Natural Potato Chips" and test the viability of sunflower oil as a bio-fuel in tractors.

### Niagara Region

After a devastating arson fire in August, 2005, the Food Venture Program at MAP (Massachusetts Avenue Project) in Buffalo is picking up pieces. The program is being rebuilt and growing again at a neighborhood church kitchen. MAP office has also moved to a new location and had an open house in May. MAP plans to host a food show in the fall to showcase the entrepreneurs started at its kitchen.

### Capitol Region

(The following comment is from Chris Selkirk)

Here's a little something to think about. We tend to try to get into stores and limit ourselves to the retail market. I know people who mainly make their living off the food service market for restaurants. I haven't really marketed towards that industry but have recently been surprised by interest from restaurants for one of my hot sauces (Smokin' Habs for those of you who know me). It's different, it's expensive (6 times as much as Frank's) and I don't know yet what they're planning to use it for. So be ready in case a chef sees your product and likes it.

Chris Selkirk, Capital Region Contact  
[cbselekirk@netscape.net](mailto:cbselekirk@netscape.net)

# Catskill Region's Newest: "Amy's Take-Away"

One of our NYSSFPA contacts in the Catskill Region has just opened a unique 4 Seasons cafe, "Amy's Take-Away". Amy Jackson has a wealth of experience from market gardening and farmers market in Houston to restaurants, and small-scale processing of chutneys, jams and breads. She worked in poverty areas where "low end people produced high end crops and were successful".

Located on Rural Rte. 214 which connects Ulster and Greene counties (Rts. 23A and 28), Amy is serving lunch and dinner menus for take-out Fridays through Mondays from 11am to 7pm. Dishes are made mostly from local farm and other NY products with a nice touch of some international cuisine. Folks coming home tired from work can stop by and "take-away" a delicious dinner ready to eat. My mouth watered looking at the Spring 2006 Menu, "Roasted Leg of Local, Natural Spring Lamb from the Meiller's farm served over a bed of savory cranberry beans with sautéed escarole and chicory, and oven-roasted red potatoes. This is a favorite French combination with pretty cranberry beans (creamy white flecked with magenta) from

Story's Farm and red potatoes from RSK Farm." Then there's "Asparagus Bisque" and "Spring Garden Soup" or "Black Bean Chili with Guacamole". Sandwiches include Chicken (or "Unchicken" for vegetarians) wraps with red onion, golden raisins, mayo and a hint of curry. Then of course for hot summer days "lemon verbena ade" is served.

Amy offers to NYSSFPA members within the region to have a table provided, under canopy in front of the cafe to demo products during the good weather. She doesn't have a lot of shelf space, but could carry a little inventory after a successful demo and of course might try some products in her menu. This is a fairly heavy traveled rural road. Since she is located in the NYC watershed, many New Yorkers have second homes and come for the summer. Also she expects to cater to the skiers in the winter.

Amy Jackson can be reached at PO Box 414, Lanesville, NY 12450 and her phone/fax is 845-688-9759.

Alison Clarke  
[acompost@gmail.com](mailto:acompost@gmail.com)

## Meet our Webmaster (continued from page 9)

### Web Discussion Forum

In an effort to centralize communications between the various members of the NYSSFPA and the public, we have installed a discussion forum (direct link is available on the website). Using this, members can post questions or comments for others to see, and answer questions that have been asked. The board is available to the general public, with a private section for member to member discussion.

To make use of the forum, you need to

register for a free account. To see how that's done, please visit:

<http://www.nyssfpa.com/help> .

There are detailed instructions there on how to register as well as how to ask for members only access.

### NYSSFPA Membership

To become a member, visit <http://www.nyssfpa.com/html/membership/index.html>. After filling out an online form, send \$25 to Nancy Morey, 109 Brown Rd., Oxford, NY 13830

Small Scale Food Processors Association  
109 Brown Road  
Oxford, NY 13830  
www.nyssfpa.com

**TO:**



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